

# FIRST LAST

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## Technical Skills

**Languages and DataBases:** Python, Pandas, Numpy, SQL, MySQL, Hive SQL

**Visualization Tools:** Tableau, Power BI

**Other Skills:** Advanced Excel, Business Analysis, Data Analysis, Customer Acquisition

## Experience/Projects

### ABC Company

January 2023 – Present

Data Analyst

Sydney, Australia

- Optimized inventory management using advanced Excel techniques, leading to a 12% boost in revenue by balancing stock levels and reducing overstock.
- Lowered product return rates by 23% for major brands like “Abc” and “def” by identifying key return drivers and implementing corrective measures based on data insights.
- Designed customer segmentation models using SQL & Excel, improving stock clearance rates and driving higher sales efficiency for brands such as “ghi” and “jkl.”
- Automated performance dashboards with Python, streamlining reporting processes and supporting a 17% revenue increase through smarter inventory management.
- Enhanced inventory liquidation strategies by optimizing TD discount structures for both routine (BAU) and event sales, resulting in a 27% increase in inventory movement.

### PQR Company

July 2022 – December 2022

Data Analyst

Perth, Australia

- Enhanced the effectiveness and reach of various political and product ad campaigns, leveraging SQL and Excel for data analysis, directly leading to a **significant 9% boost in campaign ROI and revenue growth**.
- Streamlined and optimized SQL query operations, successfully **reducing processing times by over 50%**, thus enhancing overall database efficiency and response times for business-critical operations.
- Played a pivotal role in managing and fine-tuning advertising campaigns across several major platforms (Appnexus, Trader Desk, Google DBM), directly contributing to **increased campaign ROI and efficiency**.
- Used **statistical analysis and predictive modeling** in ad targeting, segmentation to enhance campaign precision.

### DEF Company

October 2021 – July 2022

Analyst

Perth, India

- Utilized SQL, advanced Excel, and Python for data processing and analysis, successfully deploying a quality project for clients, focusing on **efficiency and accuracy in data handling**.
- Analyzed, reviewed, and **revised programs to increase operating efficiency by up to 30%**, significantly enhancing system performance and user satisfaction.
- Employed Advanced Excel functions (VLOOKUP, Pivot Tables) for in-depth data analysis and report creation, **reducing manual work by 2 hours** and increasing workflow efficiency.

## Personal Projects/Awards & Achievements

### Maple Hardware: Interactive Tableau Dashboard | Tableau, Data Modelling and Cleaning

April 2022 - May 2022

- Developed an interactive Tableau dashboard for Brunox Electronics, enhancing strategic decision-making with dynamic visualizations that **reduced data trend identification time by 40% and improved decision accuracy by 30%**.
- Streamlined data modeling and cleaning processes, **reducing preparation time by 25% and boosting data accuracy by 15%**.

## Education

### Monash University

Aug 2018 – Sep 2021

Bachelor of Science in Information Technology

Melbourne, Australia