Mohit Ravindra Kamble

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PROFILE

Experienced data analyst with a proven track record at Cognizant. Pursuing a master's degree in Analytics at Northeastern University while concurrently volunteering as Head of Marketing and Communications for Boston New Technology. Combines technical expertise with business acumen and leadership skills.

EDUCATION

Northeastern University, Boston, MA (GPA 3.96/4)   **Expected May 2025**
Master of Professional Studies in Analytics
Relevant coursework: Big Data, Data Warehousing, Database Administration, Data Mining and Marketing Analytics

University of Mumbai, India (CGPA 7.04/10)   **August 2016 - July 2021**
Bachelor of Engineering in Information Technology
Relevant coursework: DBMS, Big Data, Data Mining and Business Intelligence, Cloud Computing

SKILLS & CERTIFICATIONS

Data Analysis & Visualization: Tableau, Power BI, Oracle Database, Google BigQuery, Alteryx, Google Analytics
ETL & Data Processing: Alteryx, Python-based pipelines, Data pipeline engineering
Database Management: Oracle Database, Google BigQuery
Programming & Tools: Python, SQL, VBA, Listrak API, Google Analytics API
Marketing Analytics: Email and SMS campaign analysis, Web analytics, Campaign optimization
Key Competencies: Dashboard development, Sales forecasting, Cross-functional collaboration, Ad hoc reporting
Certifications: Tableau Desktop Specialist, Oracle Business Intelligence, Microsoft Azure Fundamentals
Soft Skills: Leadership, Cultural Intelligence, Problem Solving, Attention to Detail, Networking, Creative Writing

EXPERIENCE

Cognizant, India   **December 2021 - August 2023**
Software Engineer

- Developed a **Tableau dashboard** for **comparative analysis** of the newly launched website vs. legacy website, driving a **25% increase in user engagement** through actionable insights.
- Analyzed promoted product performance and forecasted sales, presenting findings to executive management, which enhanced marketing campaigns and resulted in a 15% sales boost.
- Utilized Oracle Database for data extraction and manipulation, and used **Alteryx** to design efficient **ETL data pipelines**, streamlining data processes and enhancing accuracy by 20%.
- Engineered a **Python-based data pipeline** to seamlessly export data from **Oracle Database** to **Google BigQuery**, enhancing data accessibility by 40% and facilitating deeper cross-project analysis.
- Leveraged APIs from **Listrak** and **Google Analytics** for advanced **email and SMS campaign analysis**, enhancing open rates and CTR.
- Implemented **automation of Power BI dashboards**, enabling daily updates on ongoing campaigns, improving real-time visibility, and aiding in campaign optimization, reducing manual intervention by 90%.
- Reduced ad hoc report turnaround by 30% through cross-functional collaboration.

ACADEMIC PROJECTS

Data Collection and ETL   **December 2023-February 2024**
Northeastern University, Boston, MA

- Led the design & implementation of end-to-end **ETL processes** using **Databricks and Python**, integrating data from APIs & databases, achieving a 25% reduction in processing time and a 15% improvement in data integrity.
- Collaborated with a team to develop optimized Tableau dashboards with 30% faster load times, presenting actionable insights to faculty and peers, and receiving positive feedback for clarity and thoroughness.

LEADERSHIP

Boston New Technology   **December 2023 - Present**
Head of Marketing & Communications.

- Led integrated marketing campaigns using **Mailchimp, Zoho, and Sprout Social**, enhancing brand awareness by 25% through optimized email/SMS strategies, market research, and content distribution.
- Developed social media infographics with **Canva and Photoshop**, boosting engagement by 40%.