

# Moiz Essaji

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## WORK EXPERIENCE

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### Saras Analytics

July 2024 – Present

Growth Analyst

Hyderabad, TS

- Collaborated with a team of 4 to develop and support systematized workflows to reattribute metrics for e-commerce retailers, across USA, UK, Germany, South Africa, Australia, Spain, and India.
- Regained 11% of lost customers for a D2C nutrition brand by conducting a statistical analysis to identify high-value churned customers and implementing targeted retargeting strategies.
- Analyzed Amazon inventory stock performance with a data-driven analysis resulting in an 18% decrease in storage costs by identifying opportunities to optimize shipping speeds and reduce storage costs.
- Implemented search term optimization and negative keyword suggestions, improving targeting accuracy and reducing ACOS by 7 percentage points.

### Saras Analytics

September 2021 – June 2024

Business Analyst

Hyderabad, TS

- Automated dashboards and reports using SQL and Power BI, delivering real-time data insights and eliminating manual report-building tasks saving 80 hours of manual labor per month.
- Developed and optimized datasets in DBT (Data Build Tool) to support advanced machine learning algorithms, leading to a 25% reduction in data-related delays, ensuring data quality and consistency for predictive analytics and model training.
- Deployed data quality checks using tests to identify and flag data anomalies, reducing data errors by 20%.
- Developed and maintained strong client relationships, understanding their unique business needs and delivering customized solutions, ensuring an 85% on-time sprint completion rate in agile environment

### IIT Bombay

Mar 2021 – Aug 2021

Research Intern

Mumbai, MH

- Collected and recorded data pertinent to SCORM-based e-learning platforms and performed exploratory data analysis with in-depth data validation to achieve an 8% increase in the course completion rate.
- Implemented feedback mechanisms and continuous improvement processes, resulting in a 15% increase in learner satisfaction ratings.

## SKILLS & TECHNOLOGIES

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- **Programming:** Python (Pandas, NumPy, Matplotlib, Seaborn), Advanced SQL (Window Functions, CTEs)
- **Data Analysis:** Google Sheets, Excel (pivot tables, advanced formulas, automation)
- **Business Intelligence:** Power BI, Tableau, Google Data Studio (Looker Studio)
- **Soft Skills:** Data Storytelling; PowerPoint; Agile Methodologies

## CERTIFICATIONS

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- Google Analytics Certification
- Microsoft Certified: Fabric Analytics Engineer Associate
- Elements of AI
- Complete Linear Regression Analysis in Python

## EDUCATION

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Government College of Engineering, Amravati

Oct 2020

B. Tech, Mechanical Engineering

Amravati, MH