

Monika Champawat

+1 940-977-3322 | monikachampawat129@gmail.com | [LinkedIn](#)

Denton, TX

Result-driven Analytics Specialist with 10+ years of experience in quantitative and statistical analysis, data visualization, marketing analytics, forecasting, and predictive modeling for driving business solutions. Strong management and communication skills with a flair for delivering high quality while optimizing resources.

PROFESSIONAL EXPERIENCE

AppXperts | Data Analytics Associate | Aug 2021 – June 2022

- Data Migration: Led offshore team for Tableau report migration, conducting impact analysis and data mapping.
- Data Reporting: Automated reports with Python to support ad-hoc analytics, increasing productivity by 80%.
- People Analytics: Analyzed employee attrition in Tableau, aligning with retention initiatives.
- Utilized GCP tools to automate processes, improving overall efficiency and accuracy.
- Conducted in-depth exploratory data analysis, identifying trends and patterns for strategic decision-making.

IxamBee | Marketing Data Analyst | July 2020 – July 2021

- Marketing Campaigns: Defined customer engagement KPIs, analyzed marketing campaigns to optimize performance.
- A/B Testing: Conducted A/B testing on advertising strategies, improving conversion rate and retention.
- Performance Dashboard: Introduced Tableau for customer insights and strategic decision-making.
- Collaborated with the sales team to identify opportunities for targeted marketing efforts.

Casa Arte | Data Analyst | Oct 2018 – July 2020

- Data Analytics: Conducted EDA on utility distribution data, improving momentary outages detection rate.
- Predictive Modeling: Implemented predictive modeling for targeted actions, reducing tree trimming cost.
- Sales Forecasting: Forecasted sales with time-series models, resulting in \$1.7M revenue growth.
- Developed and maintained performance dashboards for key stakeholders.

Jumio Inc. | Analyst | Aug 2012 – Sept 2018

- Customer Retention: Analyzed customer data, forecasted churn likelihood, and improved retention by 3%.
- Data Optimization: Optimized SQL queries and introduced ETL pipeline for faster data processing.
- Dashboarding and Leadership Reporting: Developed dashboards for sales performance monitoring and data-driven decisions.

PROJECTS

- Digital Identity Verification | Data Visualization | Tableau, Python
- The Covid-19 Vaccination Tracking Project | EDA | Python
- Forecasting Renewable Energy Systems | Python, Machine Learning

EDUCATION

Master of Science – Data Analytics | University of North Texas, TX (Pursuing)

Bachelor of Science – Computer Application | MDS University, India | GPA - 3.6 (Year - 2011)

TECHNICAL SKILLS

- **Languages:** Python (NumPy, Pandas, Seaborn, Scikit-learn, Matplotlib) | R (ggplot2, dplyr) | Angular JS
- **Data Analysis Tools:** Tableau, PowerBI, MS Excel, SAS, Google Analytics
- **Databases:** SQL (Oracle SQL, Microsoft SQL), Snowflake, Amazon Redshift
- **Cloud Tools:** Google Cloud Platform (GCP), AWS, Azure
- **Areas of Expertise:** Exploratory Data Analysis, Data visualization, Marketing Analytics, Predictive Modeling, Reporting, Statistical Analysis & Modeling