Nabin Tamang

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OBJECTIVE

Resourceful Marketing Analyst with experience of end-to-end analytics projects from requirement gathering to delivering client-ready Power BI dashboards for digital marketing, e-commerce, and social medial. Proficient in writing efficient SQL queries, data modelling, and automating ETL workflows. Skilled at analysing complex datasets and collaborating with stakeholders to drive data-driven decision-making, currently expanding expertise in Azure and digital marketing.

SKILLS

Languages: SQL, Python

Technical: MySQL, Microsoft SQL Server, Relational Databases, Statistics,

BI & Visualization: Power BI (DAX, dynamic filters), MS Excel (Pivot Tables, Power Query), Data Visualization, Git, GitHub

CERTIFICATIONS & EDUCATION

- Data Analytics Certificate By Microsoft and LinkedIn (February 16 - March 31) *(link)*
- Career Essentials in Business Analysis by Microsoft and LinkedIn (February 28 -March 28) (link)
- Pearson Test of English (PTE) – (67) Listening (70), Reading (67), Speaking (66), Writing (71)
- Currently pursuing a Bachelor's in Business Administration

PROJECTS & EXPERIENCE

Modern Data Warehouse & Analytics Pipeline   March 10-17, 2025

- Architected a Medallion Architecture (Bronze, Silver, Gold) pipeline to transform raw CSV data into a star schema, reducing query latency by more than 35%.
- Engineered robust ETL process to extract, cleanse, and load data into SQL Server, enhancing data integration efficiency.
- Modelled fact and dimension tables Adjusted for analytical queries, significantly improving reporting speed.

Social Media Report and Dashboard   April 12-14, 2025

- Translated business questions into interactive Power BI visuals for real-time marketing performance tracking, achieving over 90% stakeholder satisfaction.
- Designed advanced DAX measures and dynamic filters (platform, content type, location) for deep analysis.
- Implemented calculated columns and KPIs using DAX to measure engagement rates, impressions, and follower growth.

Marketing Campaign Performance Analysis   May 20-30, 2025

- Performed exploratory data analysis (EDA) using SQL on 10,000+ campaign records to uncover low CTR (1.03%) and highlight underperforming channels.
- Developed Power BI dashboard to monitor KPIs such as ROI, ROAS, CTR, identifying September as the top month with a ROAS of 314.47%.
- Discovered that most budget was spent on Facebook and Google Ads, but highest ROI came from in Australia & Asia.
- Enabled a 20–30% more efficient budget reallocation strategy by visualizing cost vs. revenue trends.

Telecom Customer Churn Analysis   April 16-21, 2025

- Built ETL pipeline (Extract, Transform, Load) to clean and model 6.4K+ telecom customer records for churn analysis.
- Automated null handling, enforced schema validation, and standardized 30+ attributes including demographics, service usage, billing, and churn indicators for analytics-ready data views.
- Uncovered a 27% churn rate and recommended targeted campaigns and service upgrades, improving stakeholder decision-making on customer retention and contract offerings.
- Deployed a dynamic Power BI dashboard using gold-layer data, allowing a 70% faster understanding of churn trends across demographics and service types.