

Smruti Abha Dash

Data Analyst | Data Scientist | 6+ Years in Industry | BI & Analytics Expert | SQL • Python • Power BI
• Tableau • Pipeline • PySpark

Profile

Experienced Data Analyst with over 6 years in the industry and 5+ years specializing in analytics, adept at transforming complex data into meaningful, actionable insights. Proficient in SQL, Python, Power BI, and Tableau, with a strong emphasis on building BI solutions, crafting compelling data stories, and supporting strategic decision-making.

Employment History

Data Analyst-III at Uber (Payroll of Nineleaps)

December 2021-Present

- Worked with Uber’s Ad-Tech team on key Brand, Marketing, ASA, SEO, App, and CRM initiatives, working closely with cross-functional teams including Engineering.
- Engineered scalable data pipelines using Uworc (Presto/Hive to S3) to support high-volume Tableau dashboards, power Bi dashboards with robust fallback mechanisms for failure handling.
- Managed scheduled data refreshes, pipelines, and weekly data breakdowns to ensure consistent reporting and system reliability.
- Built and maintained data tables in Python and Amazon Redshift to support dynamic dashboard requirements.
- Developed robust data pipelines using Uworc (Presto/Hive to S3) to support high-volume data loads into Tableau, with fallback systems for injection failures.
- Partnered with global stakeholders to gather requirements and deliver actionable insights and clear data narratives through customized dashboards.

Data Analyst at Skill mine Technology and Consulting Services, Bengaluru

September 2018 — November 2021

- Built and automated Power BI dashboards for retail KPIs including sales, inventory, footfall, and category performance across multiple brands and regions.
- Used DAX to create advanced metrics like YoY growth, stock-to-sales ratio, and sell-through rate.
- Connected and transformed data from POS, ERP, and SQL sources to support insights on store performance and customer behavior.
- Created SSAS cubes for faster reporting and deeper analysis of SKU-level data.
- Enabled role-based access with row-level security, aligning dashboards with Alshaya’s brand and regional structure.

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Skills

MS SQL

Presto Hive

snowflake

AWS

Tableau

SSAS

PySpark

Python

PowerBI

Languages

English

Hindi

Odia

ANALYTICAL PROJECT

Project: Apple Impression Share Analysis (ASA)

Technologies: Hive, Presto, PySpark, Uworc, Tableau, Python, Power BI

A performance analytics project focused on tracking and visualizing keyword-level KPIs across countries and business lines for Apple Search Ads.

- Built a scalable data pipeline in Uworc using PySpark to process large datasets and improve Tableau dashboard performance.
- Designed time-series dashboards for KPI trends (Impression Share, CPC, FO, Bid, etc.) with keyword-level breakdowns for brand and non-brand terms.
- Enabled granular, channel-wise performance analysis across countries and LoBs, leveraging Redshift and AWS-based storage layers to support stakeholder decision-making through near real-time, engineering-driven insights.

Project: Job Board App Install & Download Analysis

Technologies: Hive, Presto, Uworc, Power BI

A dashboard project analyzing ad performance across job boards to surface key trends and optimize campaign efficiency

- Built an interactive Tableau dashboard to analyze Uber's ad performance across job boards, channels, and sub-channels.
- Visualized KPIs (Impressions, Clicks, CPC, CPA, ROAS) with campaign-level breakdowns and time-based comparisons (QoQ, MoM, YoY).
- Enabled data-driven decisions on campaign optimization and budget allocation.

Project: App Install and App Tweak analysis

Technologies: Hive/Presto query builder, Tableau, Uworc, Python

This project is about analyzing Uber app installs and comparing them with competitor apps,

- Analyzed app installs by OS, country, campaign, and channel (paid/organic)
- Built Python data pipelines using Kirby tables
- Benchmarked Uber vs. competitors across Rider, Eater, and Courier
- Evaluated keyword ranks using AppTweak across regions and platforms
- Delivered ASO and user acquisition insights

Project: Brand Health & Performance Analysis

Technologies: Hive, Presto, Python, Uworc, Power BI

A multi-faceted project analyzing Uber's brand performance, perception, and health across platforms, campaigns, and vendor data.

- Analysed Uber's brand performance across platforms (Twitter, Meta, etc.), focusing on metrics like **Impressions**, **Conversions**, and **Spend**.
- Conducted **Brand Lift Studies** to evaluate campaign effectiveness across key segments.
- Monitored **data ingestion** from vendor tables, identifying failure rates and discrepancies.
- Developed **alerting mechanisms** for faulty campaigns and spend issues.
- Conducted **Brand Health Analysis** comparing Uber's KPIs (Trust, Satisfaction, Consideration) to competitors

Project: Customer Relationship Management analysis

Technologies: Hive/Presto query builder, Tableau, AWS, uworc, pyspark

Worked on CRM and ROAS projects for Uber's AdTech team, focusing on customer engagement analytics and return on ad spend, along with Hailable project to analyze rider spend across all Uber-operated vehicle types.

- **CRM Dashboard:** Analyzed customer interactions (Rider/Eater/Courier/Driver) via email, push, SMS; tracked signups, clicks, CTR, and churn across regions and campaigns.
- **Dashboard Enhancements:** Improved existing dashboards by fixing data mismatches and adding new metrics.
- **ROAS Analysis:** Evaluated ad spend vs. returns across campaigns, bookings, and first orders.
- **Hailable Project:** Analyzed rider spend and revenue from non-car Uber rides by campaign and country

Project: Market & Revenue Analysis

Technologies: Python, Snowflake, Advanced Excel

Conducted market breakdown to analyze customer revenue, classify competitor products listed on Amazon (USA, UK, Canada), and perform revenue prediction with brand-manufacturer mapping.

- Performed revenue analysis and manual Amazon page crawling to collect customer and competitor product data (USA, UK, Canada).
- Classified competitor products based on customer catalog and revenue to ensure accurate product mapping.
- Conducted revenue prediction and brand-manufacturer mapping to identify key competitors within each product category.

Project: HR Dashboard Automation

Technologies: MS SQL Server, Power BI, SSIS, SSAS

- Automated HR reporting to analyze hiring %, attrition trends, retention, and hiring sources.
- Built data pipelines using SSIS and tabular models with SSAS for Power BI integration.
- Developed interactive dashboards with filters, slicers, and DAX-based KPIs.
- Pulled and transformed data from SQL Server and Excel; optimized queries using joins and subqueries.
- Presented weekly updates and created Power BI workspaces for business users.

ACHIEVEMENTS

- Awarded as Above and Beyond
- Feather in the hat (an award for demonstrating customer at Nineleaps Technologies).
- Awarded as Star performer in two quarter at Skillmine Technologies for seamlessly managing the operation seamlessly.

🎓 Education

MBA, Jaipur National University (JNU)

January 2018

B. Tech: EEE, Biju Patnaik University of Technology

January 2012