

Contact

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(LinkedIn)

Top Skills

Looker (Software)
Extract, Transform, Load (ETL)
Microsoft Office

Languages

Kannada
Telugu
Tamil
English

Certifications

Data Science on Google Cloud Platform: Building Data Pipelines
Google Analytics (GA4): Audience-Building and Segmentation
Python for Data Science and Machine Learning Bootcamp
Creating New BigQuery Datasets and Visualizing Insights
Data Science and Machine Learning Bootcamp with R

Honors-Awards

Bachelors Degree(B.E)

Nehal Sateesh Kumar

Data Analyst | Data Engineering | Cloud Architecture | Business

Intelligence

Southbank, Victoria, Australia

Summary

Passionate Data Analyst with 4+ years in retail, insurance and investment space. I help clients leverage data to make marketing, business and operational decisions. I specialize in designing and implementing data solutions across GCP (Google Cloud Platform) and AWS (Amazon Web Service) stack. The solution's designed is targeted to improve clients KPI indicators as well as justify return on investment (ROI).

Here are few examples of my work:

- Built an ELT data pipeline to join data from various ad platforms like Facebook, Twitter, LinkedIn, DoubleClick Campaign Manager and Google Ads with behavioral conversion data from web analytics tool like Google Analytics. This project enabled client to take action on marketing budget based of the conversion on website/mobile application
- Use out of box solutions like Google Tentacles to send enriched data from customer data platform (CDP) to Google Marketing Platform. This has enabled client to activate dedicated target audience for remarketing and re-engagement
- Lead custom marketing attribution project (Fractribution) to understand the true contribution of online marketing channels. This project has equipped the clients to make better decisions on marketing budget
- Leveraged business intelligence tools like Looker to build interactive charts and dashboards to enable clients to report on performance of business objectives

Technical Skills & Tools: Python, R , SQL, JavaScript, Cloud Computing, DataStudio, PowerBI, Web analytics, Tableau

Apart from work I am a fitness freak who loves swimming or doing any aerobic activity. Reading book clears my mindspace FYI I am biased towards certain authors

I get really excited to work on projects that let me leverage my skills of using BigData to solve business problems

I love connecting with new people, give me a shout at nehalsateeshkumar@gmail.com or here on LinkedIn!

Experience

Woolworths Group
Senior Data Analyst
September 2023 - Present (2 years)
Melbourne, Victoria, Australia

MyDeal
Senior Data Analyst
May 2023 - September 2023 (5 months)
Melbourne, Victoria, Australia

Jellyfish
Senior Data Analyst
June 2021 - February 2023 (1 year 9 months)
Australia

Data structure/database design
Data wrangling, cleaning, and data pipeline development
ELT including automation of this function and leveraging APIs
DevOps/DataOps- source code management via GIT
Acquiring, ingesting, and processing data from multiple sources and systems into our data platforms
Maintain, operate, and tune data infrastructure (Fivetran, Snowflake, Redshift, dbt, Looker, Mode Analytics, Census) at scale
Design and build out analytic data models that support answering questions from our product team and company leaders

Ensure that our users' data is protected throughout the data lifecycle and that it's used with their consent to provide them with an amazing product experience

Create and maintain optimal data pipelines for Data Science and advanced analytics initiatives

Work with external vendors and data providers to develop data assets in on premise Data Warehouse and on the Cloud platform

Demonstrated capability working with and managing complex data workloads

Extensive data modeling experience, preferably with dbt. Knowledge of dimensional modeling concepts is highly regarded

Working in large scale cloud data solutions using cloud platforms such as AWS, GCP, Snowflake or Microsoft Azure

Experience with Data Warehousing techniques and technologies, with advanced SQL skills

Experience with data migration, data integration and data management tools (e.g., Data Fusion)

Be a trusted technical advisor to Google's strategic customers and solve complex Big Data challenges

Create and deliver best practices recommendations, tutorials, blog articles, sample code, and technical presentations to different levels of key business and technical stakeholders

Looker technical implementation

Design, develop and evaluate highly innovative models for predictive learning

Design and implement machine learning pipelines. Design and build data ingestion solutions to import data from a variety of enterprise data sources

Data Runs Deep

Analytics Consultant

June 2019 - June 2021 (2 years 1 month)

Melbourne, Victoria, Australia

Set up and configuration of Google Analytics and Google Tag Manager

Design and build interactive data visualization on Looker, Tableau and Data Studio

Build and maintain custom attribution models (Fractribution)

Build audiences using Google Analytics data in BigQuery and implement automation using Google tentacles to push these audiences across Google marketing platform stack

Data extraction for predictive and prescriptive marketing modeling to build and maintain marketing systems

Performing engineering and development of analytic data products and data pipelines

Provide strategic advice to stakeholders and develop processes for data gathering and reporting

Work with clients to identify potential opportunities for data-driven transformation and bring them to fruition

Work primarily with SQL and Python to automate and optimize data loading and transformation systems

Maintain clear and concise technical documentation

Manage code using GitHub to promote easy reusability across the organization

Manage / design SQL server code, table analysis and development

A successful history of manipulating, processing, and extracting value from large, disconnected datasets

Experience building and optimizing data pipelines, architectures, and data sets

Inquisitive nature and a love of solving problems

Analyze, Design and Develop web-based applications

iProspect

Digital Analytics Manager

December 2018 - May 2019 (6 months)

Melbourne, Australia

Working with market leading brands, responsible for delivering insight and strategic outputs that improve performance

In-depth analysis of web analytics data (Google Analytics, Adobe Analytics)

Analysis of media campaigns using Ad server data and beyond

Designing and building custom attribution models to understand impact of paid campaigns

on media buying decisions

Solid understanding of how Google Analytics works and how to implement according to best practice guidelines

Experience of pulling relevant data from Google Analytics and transforming it into

insights

Understanding of how the Google Marketing Platform works together to drive campaign performance

Experience configuring and deploying website tagging and analytics tools for site

implementations, including custom events, variables, and dimensions

Presenting insight to clients in an easy-to-digest format
Ensuring strategic thinking is at the heart of all informed insights
Delegation to junior members of the team where appropriate
Work with the wider team on the creation of attractive and compelling dashboards(Datorama, DataStudio)
Leverage BQML to build audiences using cluster analysis and push them across
Google Marketing Platform for audience activation
JavaScript to create custom marketing tags on GTM and DTM
Compiled technical documents for internal stakeholders
Work closely with customers, business analysts and core team members to understand
BRA (Business requirements)

Deakin University

1 year 1 month

Digital Marketing Specialist

March 2018 - October 2018 (8 months)

Melbourne, Australia

Develop and identify specific target audience(s) and insights(using designed Audience and Analytics framework) to underpin marketing activity
Use predictive models(which includes regression and clustering) to identify market opportunities for a particular audience base(audiences exported out of Adobe platform)
Forecasting, monitoring, and reporting of marketing performance including understanding the drivers of business outcomes, ROI performance and identifying areas for growth/improvement with the aid of Adobe Analytics
Lead the collection, analysis, and interpretation of qualitative and quantitative information to identify new marketing opportunities, trends and to provide an understanding of the competitive landscape for both offline and online channels using Adobe Analytics and Adobe Tag Manager(DTM)
Recommend and implement data modelling techniques for forecasting and insight into the business
Establish and enhance strong working relationships with key internal and external stakeholders
Learned Adobe marketing suit to build workspace on Adobe analytics, customized tags on DTM (Dynamic tag manager) and set up segments (with traits) on Adobe audience manager
Built interactivity to Deakin public website by using jQuery and JavaScript

Used dashboarding principles to build workspace on Adobe Analytics and dashboard on Adobe report builder
Took an active part in stakeholder brainstorming to address ideas to develop audience and analytics framework blueprint

Achievements:

Represented the performance and growth team to present open day campaign results to the external stakeholders
Provided with additional analytics training for expedient and accurate performance of tasks
Worked independently to build custom tags on dedicated pages using Adobe DTM as requested by stakeholders

Research Assistant

October 2017 - February 2018 (5 months)
Burwood, Melbourne

Ingest, process and analyze data for Machine Learning projects
Provided ready access to all the experimental data for the faculty supervisor
Requested and acquired equipment for the project(s)
Maintained and responded to project related e-mail(s)
Attended project meeting and summarised project results
Prepared articles, reports and presentations

Clientskey

Sales Operations Analyst
July 2017 - February 2018 (8 months)
Melbourne, Australia

Cultivation of leads by cold calling, website optimization, lead forms, e-mail tracker and live messaging
Enhanced sales by using LinkedIn campaign manager and HubSpot CRM SEO (search engine optimization) to generate a high influx of inbound traffic
Build personas for leads on the website
Content management like testimonials, whitepaper, blogs to be directed to the selected personas to convert the leads to customers by moving them down the marketing pipeline
Development of brand awareness and online reputation by using classical AAU (Awareness-Attitude-Usage) marketing metrics
Use of web analytics tool like Google Analytics to monitor performance of various marketing initiatives
Build interactive dashboards on Data Studio for stakeholders to take action on sales performance

Weir Engineering Services

Product Insights Analyst

April 2014 - March 2015 (1 year)

INDIA

Assisted product design team and core Weir engineers to easily access data by writing query scripts and provided assistance on how to get acquainted with data modelling and analysis tools

Worked with product and operations team to effectively use tools for data collection and labelling dataset

Worked in collaboration with the product design team to monitor the sensor performance metrics on Microsoft Azure

Provided reports/presentation aided with interactive visualisations on Tableau to help stakeholders identify changes in business operation and equipment performance

Developing analytical models (includes but not limited to setting up of specifications and methodologies) to forecast the status of asset performance and required resources. (inventory levels)

Provided subject matter experts to interrogate, work on their algorithm and analyse data by implementing tools and techniques

Derived insights by mining through Weir products and operational data sets

Provided an end-end analytical platform for deploying software solutions(which included but not limited to testing, building and integration)

Corpversity

Market Research Intern

December 2013 - February 2014 (3 months)

Bangalore, India

Project:

To study market conditions to examine potential sales of a Corporate Ready Test(CRT)

Corporate Ready Test(CRT) was a practical online test started by ex-Google's for college students to assess their core skills to stand out in today's corporate world or the job market.

I worked here for 6 months accomplishing the following:

Evaluated and devised methods to collect data which included collecting survey forms, questionnaires and conducting opinion polls using social media channels like Facebook, LinkedIn and Instagram

Gather data on customers, competitors and market conditions(which included but not limited to

conducting interviews)

Analysed and interpreted data using Minitab and Rapidminer

Effectively monitored and forecasted sales and marketing trends using Python

Conducted social media campaigns to market the product on Facebook and LinkedIn

Google Analytics was used to monitor the effectiveness of the marketing campaigns , programs and strategy(included but not limited to setting up of Analytics and Audience framework)

Maintained knowledge of current sales, promotions and policies about payment and exchanges

and security practices

Negotiated price and terms of sales with the stakeholders/ Investors

Prepared and presented product sales and amendments to the marketing strategy using Tableau to

the stakeholders

Achievements:

Exceeded team sales goals by 24%

Education

Deakin University

Master's degree, Business Analytics · (2017 - 2019)

PESIT

Bachelor's degree, Electrical, Electronics and Communications
Engineering · (2012 - 2016)