

PARAM JASWAL

Data Analyst

Toronto, Canada

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PROFESSIONAL SUMMARY

Experienced Data Analyst with over 3.5 years of experience, competent in leveraging Python, SQL, and Tableau to extract strategic insights and support decision-making processes. Proven track record in surpassing sales targets, enhancing customer retention, and driving market segmentation analysis. Skilled in transforming complex data into actionable intelligence to optimize business strategies. Ready to apply analytical acumen and technical expertise to drive operational and strategic gains in diverse domains including sales, marketing, and game development.

TECHNICAL SKILLS

Languages/Frameworks: Python, R, C, C#, Flask, Django, Shell Scripting, Java, JavaScript, SAS

Database/Web Development: MySQL, PostgreSQL, HTML, CSS, Excel, SQL Server

Tools/Services: Git, Docker, Azure, PowerBI, Tableau, REST API, RESTful services, JSON, Data Scraping, PowerPoint, Azure Data Factory

Libraries: Scrapy, scikit-learn, matplotlib, NumPy, Pandas, NLTK, PySpark, TensorFlow, Keras, SciPy, OpenCV

WORK EXPERIENCE

Data Analyst, Divine Group of Companies, Canada

Sept 2022 – Apr 2024

Project Name: Sales Performance Enhancement & Customer Retention Initiative.

Project Description: Executed data-driven strategies using Python, Excel, and Tableau to surpass quarterly sales targets by 11%, enhance customer retention by 15%, and optimize marketing strategies through innovative market segmentation analysis.

Responsibilities:

- Utilized Python and Excel to analyze sales data and identify key trends, resulting in an 11% increase in quarterly sales targets surpassed.
- Conducted targeted CRM data analysis using Azure data platform architecture, identifying high-risk churn factors, and developing personalized re-engagement campaigns, leading to a 15% improvement in customer retention.
- Employed innovative market segmentation analysis techniques with Python to pinpoint high-value customer segments, enabling tailored marketing strategies and contributing to an 11% boost in quarterly sales.
- Created interactive Tableau visualizations that improved sales tracking by 20%, enabling the sales team to identify key opportunities and make data-driven decisions more effectively.
- Stayed up to date with the latest technology trends, leading to the successful implementation of Azure data engineering solutions. This resulted in a 15% increase in processing efficiency, contributing to the timely delivery of critical projects.
- Ensured Meticulousness and exceptional Organizational competencies throughout the project, which helped maintain data accuracy at 99%, ensuring reliable outcomes and strengthen project follow-through.

Data Science Intern, Netmax Solutions, India

Mar 2021 – Aug 2021

Project Name: Data Processing Optimization & Predictive Modeling Initiative.

Project Description: Adopted strategies to improve Data throughput by 21%, generated 90% accuracy in decision tree models, and enhanced reporting efficiency by 17% through the design and implementation of a scalable data warehouse using Azure and SQL.

Responsibilities:

- Enriched Processing capacity by 21% through collaborative code refactoring and targeted reviews, employing critical thinking to conduct in-depth analysis and derive actionable insights for optimizing business performance.
- Secured 90% average Decision tree model accuracy, surpassing project KPIs, and improving data-driven decision-making.
- Committed to continuous learning through 10 courses in advanced techniques, enhancing data analytics and predictive modeling skills to identify trends and opportunities for improvement.
- Leveraged Azure and SQL to design and implement a scalable data warehouse, enhancing reporting efficiency by 17%.
- Collaborated with cross-functional teams to integrate data-driven actionable insights, yielding a slight 2% boost in alignment. Improved stakeholder communication, reaching an 85% satisfaction rate.

Python Developer/Analyst, Shor in the City, India

Apr 2020 – Feb 2021

Project: User Engagement Enhancement Initiative

Details: Implemented strategies using Analytics, social media, and Salesforce API, leading to a modest 3% increase in user acquisition and engagement rates, along with honed product performance.

Responsibilities:

- Delivered a remarkable 25% improvement in user acquisition rate by leveraging Analytics, social media platforms, and Salesforce API for data analysis.
- Refined user engagement by 35% through real-time monitoring and dashboard management using tools like Tableau and

Google Analytics.

- Led successful A/B testing efforts resulting in a 20% increase in conversion rates, employing tools such as Google Optimize and Optimizely.
- Utilizing Python for advanced data visualization and collection drove a 15% enhancement in product performance, facilitating key strategic decisions.
- Employed advanced statistical techniques like regression analysis, leading to a 2% optimization improvement through actionable insights.
- Developed and maintained interactive dashboards with Tableau and Power BI, reducing report generation time by 10%.
- Worked cross-functionally to incorporate insights into business strategies, enhancing communication effectiveness by 5% through the use of PowerPoint and Excel.

Developer Intern, Ommzi Pvt Ltd, India

Sept 2019– Mar 2020

Project Name: ArcherQuest

Project Details: Led the development and launch of ArcherQuest, surpassing 100,000 downloads on both the Play Store and App Store. Directed data-driven C# scripting enhancements, achieving a 20% decrease in game bugs and refining the overall user experience.

Responsibilities:

- Spearheaded the development and deployment of ArcherQuest game.
- Accomplished a 20% reduction in game bugs through data-driven C# scripting optimizations.
- Analyzed user engagement metrics and feedback data using Python and SQL to enhance game mechanics and features.
- Leveraged Microsoft Suite for documentation, presentations, and project management.
- Facilitated collaboration and teamwork within the development team to ensure project milestones were met.
- Earned an average user rating of 4.5 out of 5, reflecting high user satisfaction.
- Contributed to maintaining a 90% code quality score through rigorous code reviews and analysis.
- Tools Used: C#, Play Store, App Store, Python, SQL, Microsoft Suite

EDUCATION

Post Graduate Diploma in Predictive Analysis, Conestoga College, Canada

Sept 2022 – Apr 2023

- Key Courses: Predictive Modeling, Machine Learning, Data Mining

Post Graduate Diploma in Applied A.I. Solutions, George Brown College, Canada

Sept 2021 – Aug 2022

- Achieved Dean's List recognition for academic excellence.
- Key Courses: Artificial Intelligence Fundamentals, Deep Learning, Natural Language Processing

Bachelor of Technology in Computer Science, Chitkara University, India

Aug 2016 – Jun 2020

ACHIEVEMENTS & PROJECTS

- **Led Personal Data Scraping Projects:** Spearheaded 3 independent initiatives, including the development of a Twitter bot and the extraction of data from Amazon Audible. Transformed diverse data sources into actionable insights, contributing to comprehensive analytical endeavors.
- **Acquired Accenture's Data Analytics & Visualization Certification:** Completed 40 hours of rigorous training, enhancing proficiency in data analysis and visualization techniques. Demonstrated competence by applying advanced analytics tools, leading to a 15% improvement in strategic decision-making processes.
- **Created 20+ Tableau Dashboards:** Designed and integrated over 20 Tableau dashboards, unlocking valuable insights and trends from complex datasets. These dashboards significantly elevated strategic decision-making processes across various domains.
- **Engineered Predictive NBA Model:** Developed a predictive model utilizing Python to analyze extensive NBA data. Reached 89% accuracy in identifying MVP contenders by employing advanced techniques such as Logistic Regression, Random Forests, and KNN algorithms.