

PARAM JASWAL

Analyst

Vancouver, BC

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PROFESSIONAL SUMMARY

Experienced Data Analyst with over 3.5 years of experience, adept at 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: Implemented 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 to track key metrics and facilitate data-driven decision-making for the sales team.
- Stayed up to date with the latest technology trends, demonstrating a strong desire for continuous learning and applying Azure data engineering, Data Factory, SQL Server, and Power BI experience to drive project success.
- Ensured meticulous attention to detail and exceptional organizational skills throughout the project, maintaining a high level of accuracy and follow-through to achieve desired outcomes.

Data Science Intern, Netmax Solutions, India

Mar 2021 – Aug 2021

Project Name: Data Processing Optimization & Predictive Modeling Initiative.

Project Description: Implemented strategies to improve data processing efficiency by 21%, achieved 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:

- Improved data processing efficiency 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.
- Achieved 90% average accuracy in decision tree models, 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 insights into broader business strategies and communicated effectively with stakeholders.

Python Developer/Analyst, Shor in the City, India

Apr 2020 – Feb 2021

Project: User Engagement Enhancement Initiative

Details: Implemented strategies utilizing Analytics, social media, and Salesforce API for analysis, resulting in a significant boost in user acquisition and engagement rates, as well as enhanced product performance.

Responsibilities:

- Achieved a remarkable 25% improvement in user acquisition rate by leveraging Analytics, social media platforms, and

Salesforce API for data analysis.

- Enhanced 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 to derive actionable insights for optimization, including regression analysis and statistical tests.
- Developed and maintained interactive dashboards for efficient report generation using Tableau and Power BI.
- Collaborated cross-functionally to integrate insights into broader business strategies, communicating findings effectively using tools like PowerPoint and Excel.

Developer Intern, Ommzi Pvt Ltd, India

Sept 2019– Mar 2020

Project Name: ArcherQuest

Project Details: Led the development and deployment of ArcherQuest, achieving over 100,000 downloads across the Play Store and App Store. Implemented data-driven C# scripting optimizations, resulting in a 20% reduction in game bugs and an enhanced user experience.

Responsibilities:

- Spearheaded the development and deployment of ArcherQuest game.
- Achieved 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

- Achieved Dean's List recognition for academic excellence.
- Key Courses: Predictive Modeling, Machine Learning, Data Mining

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

Sept 2021 – Aug 2022

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