PARAM JASWAL
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PROFESSIONAL SUMMARY

Results-driven Data Analyst with 3 years of experience specializing in Python, SQL, & Tableau. Strong problem-solving, communication, & teamwork skills. Proven ability to enhance sales performance, boost customer retention, & optimize market segmentation. Adept at leveraging advanced analytics to drive strategic business decisions in sales, marketing, & game development.

TECHNICAL SKILLS

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

Database/Web Development: MySQL, PostgreSQL, SQL Server, Excel, HTML, CSS, REST API, RESTful services, JSON

Tools/Services: Git, Docker, AWS, Azure, PowerBI, Tableau, Data Scraping, PowerPoint, Kubernetes, Jira, Selenium

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

WORK EXPERIENCE

Data Analyst, Divine Group of Companies, Canada   **May 2023 – Apr 2024**

- Employed Python for innovative market segmentation analysis to identify high-value customer segments, enabling tailored marketing strategies & contributing to an 11% increase in quarterly sales.
- Surpassed quarterly sales targets, implemented personalized CRM strategies & improved customer retention by 15% through data-driven analysis & strategy optimization using Python, Excel, & Tableau.
- Created interactive Tableau visualizations that improved sales tracking by 20%, enhancing sales operations & make data-driven decisions more effectively supporting sales strategies.
- Maintained 99% data accuracy through meticulous attention to detail & exceptional organizational skills, ensuring reliable outcomes & strengthened project follow-through.

Data Science Intern, Netmax Solutions, India   **Mar 2021 – Aug 2021**

- Optimized data processing capacity by 21% & reporting efficiency by 17% through strategic code refactoring & the design of a scalable data warehouse using Azure & SQL.
- Achieved a 90% accuracy rate in decision tree models, surpassing project KPIs by over 10%, which facilitated more reliable data-driven decision-making.
- 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.
- Leveraged AWS & SQL to design & implement a scalable data warehouse, enhancing reporting efficiency by 17%.

Python Developer/Analyst, Shor in the City, India   **Apr 2020 – Feb 2021**

- Boosted user acquisition by 25% & engagement rates by 35% through targeted analytics on social media platforms & Salesforce API, coupled with real-time dashboard management using Tableau & Google Analytics.
- Led A/B testing that improved conversion rates by 20%, & enhanced product performance by 15% through advanced data visualization techniques & Python programming.
- Developed & maintained interactive dashboards with Tableau & Power BI, achieving a 10% reduction in report generation time & enhancing business strategy integration.
- Collaborated cross-functionally to integrate data-driven insights into business strategies, enhancing communication effectiveness by 5% through advanced Excel analytics & impactful PowerPoint presentations.

Developer Intern, Ommzi Pvt Ltd, India   **Sept 2019– Mar 2020**

- Spearheaded the development & launch of the ArcherQuest game, resulting in over 100,000 downloads & a user satisfaction rating of 4.5 out of 5.
- Reduced game bugs by 20% & upgraded features by analyzing user engagement metrics using Python & SQL, leading to improved gameplay mechanics.
- Maintained a 90% code quality score through rigorous code reviews & optimized C# scripting, enhancing overall game performance & reliability.
- Streamlined documentation, presentations, & project management using Microsoft Office Suite.

EDUCATION

Post Graduate Diploma in Predictive Analysis, Conestoga College, Canada   **Sept 2022 – Apr 2023**
  Key Courses: Predictive Modeling, Machine Learning, Data Mining, Natural Language Processing

Post Graduate Diploma in Applied A.I. Solutions, George Brown College, Canada   **Sept 2021 – Aug 2022**
  Achieved Dean's List recognition, Key Courses: Artificial Intelligence Fundamentals, Deep Learning

Bachelor of Technology in Computer Science, Chitkara University, India   **Aug 2016 – Jun 2020**
  Specialized in software development, participated in key projects enhancing technical & critical thinking.

ACHIEVEMENTS & PROJECTS

- Spearheaded three data scraping initiatives, including a Twitter bot & data extraction from Amazon Audible, transforming data into actionable insights.
- Leveraged advanced data analytics in real dealership data, transforming raw insights into actionable strategies that optimized operational decisions by 15%.
- Designed & integrated over 20 Tableau dashboards, unlocking valuable insights & trends from complex datasets to elevate strategic decision-making.
- Formulated a predictive NBA model using Python, reaching 89% accuracy in identifying MVP contenders with techniques like Logistic Regression & Random Forests.