PARAM JASWAL
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PROFESSIONAL SUMMARY

Data Analyst with 3.5+ years of experience specializing in Python, SQL, and Tableau. Proven track record in enhancing sales performance, customer retention, and market segmentation. Skilled in utilizing advanced analytics to drive strategic business decisions in 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

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**

- Surpassed quarterly sales targets by 11% and strengthened customer retention by 15% through data-driven analysis and strategy optimization using Python, Excel, and Tableau.
- Engineered and implemented personalized CRM strategies to mitigate churn, resulting in a 15% improvement in customer retention and sales efficiency.
- Crafted interactive Tableau visualizations that boosted sales tracking and decision-making processes, improving project delivery speed and data accuracy.

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

- Optimized data processing capacity by 21% and reporting efficiency by 17% through strategic code refactoring and the design of a scalable data warehouse using Azure and SQL.
- Achieved a 90% accuracy rate in decision tree models, surpassing project KPIs by over 10%, which facilitated more reliable data-driven decision-making.
- Completed 10 advanced courses in data analytics and predictive modeling, directly enhancing data-driven project outcomes.

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

- Boosted user acquisition by 25% and engagement rates by 35% through targeted analytics on social media platforms and Salesforce API, coupled with real-time dashboard management using Tableau and Google Analytics.
- Led A/B testing that improved conversion rates by 20%, and enhanced product performance by 15% through advanced data visualization techniques and Python programming.
- Developed and maintained interactive dashboards with Tableau and Power BI, achieving a 10% reduction in report generation time and enhancing business strategy integration.

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

- Led the successful development and launch of the ArcherQuest game, resulting in over 100,000 downloads and achieving a high user satisfaction rating of 4.5 out of 5.
- Achieved a 20% reduction in game bugs and upgraded game features and mechanics by analyzing user engagement metrics using Python and SQL.
- Maintained a 90% code quality score through rigorous code reviews and optimized C# scripting, enhancing overall game performance and reliability.

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 and critical thinking.

ACHIEVEMENTS & PROJECTS

- Spearheaded three data scraping initiatives, including a Twitter bot and data extraction from Amazon Audible, transforming data into actionable insights.
- Completed 40 hours of Accenture's Data Analytics & Visualization Certification, enhancing decision-making processes by 15% through advanced analytics.
- Designed and integrated over 20 Tableau dashboards, unlocking valuable insights and 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 and Random Forests.