Manan Patel

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Overview

Business Intelligence Data Analyst which includes Data Analysis, Dashboard development, Report & Design, Development and Implementation of BI/Data Warehousing, Web-based Applications and Database projects using Tableau, Python, Power BI, Google Analytics, etc.

Objective

To use my business acumen, applied stats along with storytelling and presentation skills, process thinking, and passion for data analytics and visualization, glean key insights about their business, their customers, and their environment so that they can achieve their growth goals.

Professional Summary

- Experience in designing and deploying data visualizations using Tableau Desktop.
- Created workbooks by importing data, and defining relationships (Excel, MySQL).
- Tested, Cleaned, and Standardized Data to meet the business standards using Execute SQL task, Conditional Split, Data Conversion, and Derived column in different environments.
- Experience in working with complex SQL queries like Joins, Date functions, Inline functions and Sub-queries to generate reports.
- Understanding of data warehouse specific Architecture, Design Procedures, ETL and workflow development, data cleansing and data quality validation.
- Understanding of advanced Tableau features including calculated fields, parameters, table calculations, row-level security, Python integration, joins, data blending, and dashboard actions.
- Experience in creating data contextualization and interactivity using a variety of actions.
- Created PowerPoint presentations for Business Analytics & Insights for Domestic Markets.
- Interacted with Strategic Development Teams, and Business analysts to analyze business needs and develop technical specifications to implement various BI solutions for Sales, Product and Customer KPIs.
- Provide forecast on traffic and leads using data from Google Analytics using Google Sheets
- Experience in complex BI Reports, Dashboards, Project Management, Change management, and root cause analysis, Resolution methods, Time/Cost/Budget Management.
- Experience with sheet objects including advanced charts, creating metrics, Trend lines, attributes, filters, reports dashboards, Incremental Loading/Refresh, complex calculations to manipulate data.
- Proficient in creating solution driven views and dashboards by developing different chart types including Heat maps, Geo maps, Symbol maps, Pie charts, Bubble charts, Funnel charts, Bar charts, Bullet graphs, Area charts, Scatter plots, etc.
- Scheduling, authentication, and publishing workbook in the Tableau server. Developed applications in Tableau Desktop and shared the apps with using Tableau Public.
- Extensively built solution driven views and dashboards using techniques for guided analytics, interactive dashboard design, and visual best practices to convey the story inside the data using Tableau.
- Experience in working with dirty data from various sources like SQL Server and reviewing dirty data in Python with Python libraries such as Pandas, Numpy, Seaborn, etc.
- Flexible, enthusiastic and project-oriented team player with excellent communication skills with leadership abilities to develop creative solution for challenging requirement of client.

Education

BS in Biology

Technical Skills

Tools	**:** Tableau, Google Analytics, SAS
Databases & Management	**:** SQL Server, MySQL, POSTGRESQL, Data analysis, Pattern & Trend Identification,
Languages	**:** SQL, Python, HTML/CSS, Flutter, System Administration, Troubleshooting
Research	**:** Data Science Research Methods, Data Mining, Survey Creation, Focus Groups

Professional Experience

Director of Communications
Indo-US Chamber of Commerce, Jacksonville, Florida   *July 2019 – Present*

To revamp the entire organization through website, email database, consolidate over 1000 contacts, and to help lay the foundation for future data generations via proper data management. Help ensure organization have a strong presence in the community, increase sponsorship funding via corporate investments, provide a platform for domestic and international businesses to network with visionaries with strong business acumens.

Responsibilities:

- Served as the organization spokesperson
- Developed template media materials for use by all members of the organization.
- Developed and executed communications plans for organizations and its board members.
- Managed relationships with local business leaders and attended community meetings and events on behalf of the President and Board Chairman.
- Directed the development and production of communication and marketing materials including newsletters, brochures, banners, website design and organization logo, and videos.
- Managed campaign website, social media outlets and call lists.
- Grew social media marketing with new content, increasing multiple platforms by at least 80%-90%
- Communicated the organization's mission/image to internal and external publics.
- Helped with the organization's current transition to a web-based marketing business model
- Raised $5,000+ from corporate and individual members through direct asks, events, and sponsorships
- Managed social media presence, including: Official Facebook Page and community group with over 2,000 active members.
- Assumed a lead role in team meetings, and ensured successful event planning.

InfluxDB Admin
SonaMate, South Brunswick, New Jersey   *June 2019 - Jul 2019*

SonaMate- a small start-up company in New Jersey undergoing development. Was able to assist in deployment that allows SonaMate insight into the state of applications running upon them. Worked with developer to assist in creating dashboard useful to the developer. Maintain the time-series analytics. Small project in understanding InfluxDB and Grafana.

Responsibilities:

- Implemented InfluxDB, and Grafana for metrics, system telemetry, and time series analytics.
- Set up the collected daemon process in own machine, so that it can collect data and analytics from the instrument.

Freelance Data Analyst Consultant
Larry's Giant Subs Ponte Vedra Beach, Florida   *Jan 2019 - March 2019*

Inventory Tracking Dashboard- Lead generation and [improving] their targeting, products, pricing, focusing on how to limit overstocking inventory while maintaining enough inventory on weekly basis.

Responsibilities:

- Addressed the challenges to data integration
- Evaluated data to assess data quality, and built data quality reports using MS Excel & Tableau.
- Coordinated with subject matter expert to evaluate, and track project objective, and business requirements, and suggested possible solutions and improvement strategies to address the data quality issues.
- Visualized data built presentable dashboard.
- Assisted with business owner on maintaining data and inventory tracking

Environment: Tableau, MS Excel

Freelance Advanced Analytics & Market Research Analyst

Various Realtors & Local Small Businesses   *March 2019 – May 2019*

To create various visualizations and customizations of analytics in Tableau. Provided guidance and consultation in understanding analytics in Google Analytics, Facebook Analytics, Youtube Analytics and how to improve leads based on analytics. Provided consultations on targeting specific audiences from data in analytics. Retain leads using marketing tools and converting those leads into clients.

Responsibilities:

- Worked on Tableau workbooks from multiple data sources and Patient Satisfaction to realize Data Blending of practice variations to outcomes.
- Addressed the challenges of drivers of variation, and therefore, enabled the tracking of results of process improvements.
- Provided understanding of data quality and assessment of traffics from analytics
- Created parameters for clients to achieve results of marketing on social media through targeted audience using social media marketing tools.
- Provided an overview and assess their social media standings, website SEOs, and their manner of marketing using analytics and data from analytics
- Help clients to achieve better online presence through increased click rates, engagements and lead generations.
- Prepared reports that interpret consumer behavior, market opportunities and conditions, marketing results, trends, and investment levels
- Utilized Google Analytics and Google Tag Manager and implemented new scripts that increased performance
- Convert data into actionable insights by predicting and modeling future outcomes through A/B testing

Environment: Tableau Desktop, Facebook Analytics, Google Analytics, SEO analytics

Pharmacy Owner/Pharmacy Tech

Benzer Pharmacy, Jacksonville, FL   *November 2016 – Oct 2018*

Responsibilities:

- Provided overall management and supervision of operation of the pharmacy not limited to supervision of pharmacist and drug handling procedures and logs
- Demonstrate a complete understanding of compliance in pharmacy by-laws, policies and prescription logs
- Expertise in inventory management
- Responsible for all aspects of running a small business like Payroll, all Taxes, training, renew licenses and certificates, order and control inventory
- Responsible for hiring and terminating employees
- Responsible for being compliant with all State and Federal regulations
- Can demonstrate and handle high stress very well and accomplish tasks without issues