Meet Patel *Data Analyst*

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SUMMARY

Innovative Data Analyst skilled in SQL, Python, and cloud technologies (AWS, Azure, Google Cloud), turning complex data into impactful insights. Expertise in driving business growth through data-driven decisions, optimizing campaigns, and enhancing customer engagement. Proven track record of improving efficiency, performance, and ROI.

TECHNICAL SKILLS

Programming: Python, R, SQL
Data Visualization: Tableau, Power BI, Microsoft Excel
Cloud Platforms: AWS, Google Cloud, Azure
Data Integration & Workflow Management: Apache Airflow, AWS Glue
Analytics & Reporting: Google Analytics
Compliance: HIPAA, GDPR
Other Skills: Data cleaning, Data security, Predictive modeling, A/B testing, Customer segmentation, Dashboard design, Data warehousing, Data visualization, Database management.

PROFESSIONAL EXPERIENCE

Data Analyst   Sep 2024 – present
Mobiquity Inc., Waltham, MA
- Collaborating with clients to understand business objectives, translating complex requirements into actionable data insights using SQL and cloud-based tools like Big Query and Redshift.
- Analyzing user engagement data from mobile and web applications to uncover trends, improving digital product performance and increasing customer retention by 15%.
- Evaluating marketing and digital campaign performance with Google Analytics and SQL, devising strategies that boost engagement rates by 25% and ROI by 20%.
- Creating interactive dashboards and visualizations using Tableau and Power BI, enabling stakeholders to monitor KPIs in real time and accelerate decision-making.
- Applying statistical techniques such as A/B testing, customer segmentation, and predictive modeling using Python and R, achieving up to a 20% improvement in campaign effectiveness.
- Building scalable data workflows with Apache Airflow and AWS Glue, automating data integration and transformation processes while ensuring compliance with HIPAA and GDPR standards.
- Designing secure, scalable data solutions for storage, processing, and analysis on AWS, Azure, and Google Cloud, while fostering self-service analytics through reusable models and processes.

Data Analyst Intern   Jan 2024 – Jun 2024
Mobiquity Inc., Waltham, MA
- Assisted in gathering business requirements and translating them into data insights using tools like SQL and Excel.
- Supported user data analysis from mobile and web apps, identifying trends and recommending product improvements.
- Contributed to evaluating marketing campaign effectiveness with Google Analytics, providing suggestions for better engagement.
- Helped create reports and visualizations using Excel and Power BI, ensuring accurate data cleaning and adherence to data security best practices, including GDPR compliance.

Data Analyst Intern   Jun 2022 – Aug 2022
Novus Logics, Ahmedabad, India
- Led efforts to optimize SQL queries, resulting in a 60% reduction in processing time and improving overall operational efficiency.
- Managed data collection, cleaning, and preprocessing to ensure accuracy and consistency, providing a reliable basis for analysis.
- Performed exploratory data analysis (EDA) to identify trends, outliers, and patterns, providing valuable insights to support informed decision-making.
- Developed and maintained Tableau dashboards, converting complex data into clear visualizations to assist stakeholders in making data-driven decisions.

- Automated routine reporting processes using advanced SQL queries, improving data retrieval efficiency by 30% and freeing up time for strategic tasks.
- Provided technical support by addressing customer issues and managing service tickets, ensuring high levels of client satisfaction and smooth operations.

EDUCATION

Bachelor of Science: Information Technology   Sep 2020 – Aug 2024 | GPA:3.6/4
University Of Massachusetts Boston, Boston, MA
Concentration: Business Intelligence

PROJECT

Marketing Campaign Insights and Automation   Oct 2024 – Dec 2024
- Collaborated with the marketing team to analyze campaign data using SQL and Google Analytics, uncovering trends that improved engagement rates by 15%.
- Automated campaign performance tracking using Apache Airflow and AWS Glue, reducing manual reporting efforts and ensuring data accuracy.
- Designed predictive models with Python to forecast campaign outcomes, enabling the team to make informed decisions that enhanced ROI by 10%.
- Developed user-friendly dashboards in Tableau to provide stakeholders with real-time access to KPIs, streamlining decision-making processes.
- Adhered to HIPAA and GDPR standards to safeguard customer and campaign data throughout analysis and reporting workflows.

Excel Visualization Web App   Sep 2023 – Dec 2023
- Developed a dynamic Python-Stream-lit web application "Excel Viz Pro," that transformed Excel files (CSV, XLSX) into dynamic, interactive charts like bar, line and many more, enhanced with a feature for downloading the visualizations, it facilitates a seamless integration of data insights into various reporting formats.
- Implemented a user-centric design that streamlines investigation and visualization of Excel data, enhancing the user experience with its simplicity and intuitive interface.
- Integrated powerful data analysis libraries including Pandas, Plotly, Streamlit, and NumPy to optimize data handling and empowering users with actionable insights.

Tableau, Sales Analysis Dashboard   Dec 2022
- Leveraged Tableau skills from UMass Boston's IT371 course to design a sales analysis dashboard, integrating transactional data and customer demographics, improving data processing efficiency by 25% and enabling more accurate business decisions.
- Applied advanced data blending techniques to unify retail data, identifying strategies that reduced inventory holding costs by 15% and improved sales forecasting accuracy by 20%.
- Developed interactive visualizations that uncovered key insights into customer behavior and product performance, contributing to a 12% increase in simulated revenue and supporting the sales team in tracking targets.

ACHIEVEMENTS AND CERTIFICATIONS

Dean's List – University of Massachusetts Boston   2022 – 2024
- Consistently recognized for academic excellence in Information Technology courses.

Google Analytics for Beginners and Advanced Google Analytics   May 2023
- Learned to track and analyze website performance using Google Analytics.
- Enhanced ability to interpret data and improve website performance through advanced Google Analytics features

AWS Certified Cloud Practitioner (CLF-C01) and Learning AWS for   2022 – 2023
Developers
- Expanded understanding of AWS from a developer's perspective.
- Gained a strong foundation in AWS Cloud concepts and services.

CompTIA Cybersecurity Analyst (CySA+)   May 2022
- Acquired skills in security operations and incident response.

R Essential Training: Wrangling and Visualizing Data   May 2023
- Developed skills in data manipulation and visualization with R.