



## EXPERIENCE

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|---|----------------------------------|---------------------------------------|
| <b>Sona Enterprise, India</b>   | <b>Data Analyst</b>              | <b>March 2021 – March 2022</b>        |
| <ul style="list-style-type: none"> <li>Designed and implemented a data infrastructure for capturing various data points related to sales.</li> <li>Processed the captured data using various data pipeline methods for cleaning and transformation purposes.</li> <li>Created Power BI dataflows for extracting, transforming, and cleaning the data, which was then fed to various Power BI reports specifically designed for different teams.</li> <li>Automated the financial transactions to provide an interactive dashboard for the stakeholders.</li> <li>Used custom Python scripts and Power Pivot for automating the entire data analysis process and reducing the manual data cleansing process.</li> </ul>  |                                  |                                       |
| <b>AMP Agency, USA</b>  | <b>BI Analyst</b>                | <b>July 2018 – February 2021</b>      |
| <ul style="list-style-type: none"> <li>Created an end-to-end process for Zillow's Social team providing them with insights on their social marketing campaign using Google Data Studio, Google Sheets, Power BI, and various marketing platforms.</li> <li>Designed automated data pipelines which included ingestion, cleaning, and transformation of data using different technologies like Power BI data flows and python scripts.</li> <li>Generated insights based on data to help identify trends, creative optimizations, and more.</li> <li>Supported as a python consultant on one account, where I handled any update or query related to their python scripts.</li> <li>Member of 2020 Analytics Visualization Taskforce to develop best practices for presenting the data.</li> <li>Collaborated with strategy, media, SEO, and account teams to identify client optimizations and internal improvement.</li> <li>Created a custom API tool to extract data from Google Search Console and Google Analytics.</li> <li>Executed special projects; including measurement frameworks, data infrastructure plans, automated data pipelines, and ad-hoc consulting.</li> </ul> |                                  |                                       |
| <b>Everbridge, USA</b>  | <b>Market Analyst</b>            | <b>February 2017 – September 2017</b> |
| <ul style="list-style-type: none"> <li>Designed business models for senior management helping them better see their goals, progress, and data trends.</li> <li>Provided ad-hoc analysis and reports to the executive level management team.</li> <li>Analyzed data using Tableau and salesforce bringing automation to the system.</li> <li>Communicated and documented researched information to assist cross-organizational teams in various projects.</li> <li>Worked on various ROI models, Competitive, and SWOT analyses to give the company an edge over the competition.</li> </ul>   |                                  |                                       |
| <b>Nokia Center, India</b>  | <b>Data Analyst</b>              | <b>January 2013 – June 2015</b>       |
| <ul style="list-style-type: none"> <li>Data storyteller, mining data from different data sources such as excel files, Pivot tables and online sources.</li> <li>Created various B2C Predictive, and Descriptive analytics using Tableau.</li> <li>Redesigned inventory database, enhancing efficiency and accuracy by 24%.</li> <li>Forecasted and audited inventory utilization with a success rate of 82% and managed daily financial transactions.</li> <li>Orchestrated, analyzed, and lead various marketing campaigns.</li> </ul>   |                                  |                                       |
| <b>HP World, India</b>  | <b>Sales and Service Analyst</b> | <b>July 2012 – December 2012</b>      |
| <ul style="list-style-type: none"> <li>Performed Data Profiling to learn more about user behavior and draw conclusions based on that.</li> <li>Used SQL for importing data for data analysis and provided weekly reports to senior management.</li> <li>Boosted sales in assigned territory by 28% in 6 months by directing various marketing campaigns.</li> <li>Partnered with sales department to understand customer requirements, offer technical solutions, and close the deal.</li> </ul>  |                                  |                                       |

## TECHNICAL SKILLS

<b>Visualization Tools:</b>	Power BI, Tableau, Google Data Studio, Qlik Sense, Power Pivot, Excel, Knime
<b>Databases:</b>	SQL Server, MySQL, PostgreSQL, Toad Data Modeler, Salesforce, AWS, Oracle
<b>ETL Tools:</b>	SSIS, Power BI Dataflows, Talend, Tableau Prep, Power Pivot, Python Scripts, Alteryx
<b>Languages:</b>	SQL, Python, R, JavaScript, HTML, CSS
<b>Marketing:</b>	Google Analytics, Google Campaign Manager, Facebook Ads, Snapchat Ads, LinkedIn Ads, Amazon Marketing Services, Walmart Advertising, Sprout Social, Adobe Analytics, Criteo, Jivox
<b>Web Development:</b>	React, JavaScript, HTML, CSS, SCSS, JSX

## EDUCATION

<b>Northeastern University, USA</b>	<b>MS Engineering Management</b>	<b>December 2017</b>
Related Coursework:	Data Warehousing and Business Intelligence, Database Management and Design, Data Mining, Business Analysis and Information Engineering	