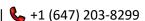
## **PREET PARMAR**







## **EXPERIENCE**

### **Data Analyst** Sona Enterprise, India March 2021 - March 2022

- Designed and implemented a data infrastructure for capturing various data points related to sales.
- Processed the captured data using various data pipeline methods for cleaning and transformation purposes.
- 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.
- Automated the financial transactions to provide an interactive dashboard for the stakeholders.
- Used custom Python scripts and Power Pivot for automating the entire data analysis process and reducing the manual data cleansing process.

AMP Agency, USA **July 2018 – February 2021 BI Analyst** 

- 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.
- Designed automated data pipelines which included ingestion, cleaning, and transformation of data using different technologies like Power BI data flows and python scripts.
- Generated insights based on data to help identify trends, creative optimizations, and more.
- Supported as a python consultant on one account, where I handled any update or query related to their python scripts.
- Member of 2020 Analytics Visualization Taskforce to develop best practices for presenting the data.
- Collaborated with strategy, media, SEO, and account teams to identify client optimizations and internal improvement.
- Created a custom API tool to extract data from Google Search Console and Google Analytics.
- Executed special projects; including measurement frameworks, data infrastructure plans, automated data pipelines, and ad-hoc consulting.

Everbridge, USA February 2017 - September 2017 **Market Analyst** 

- Designed business models for senior management helping them better see their goals, progress, and data trends.
- Provided ad-hoc analysis and reports to the executive level management team.
- Analyzed data using Tableau and salesforce bringing automation to the system.
- Communicated and documented researched information to assist cross-organizational teams in various projects.
- Worked on various ROI models, Competitive, and SWOT analyses to give the company an edge over the competition.

**Data Analyst** January 2013 - June 2015 Nokia Center, India

- Data storyteller, mining data from different data sources such as excel files, Pivot tables and online sources.
- Created various B2C Predictive, and Descriptive analytics using Tableau.
- Redesigned inventory database, enhancing efficiency and accuracy by 24%.
- Forecasted and audited inventory utilization with a success rate of 82% and managed daily financial transactions.
- Orchestrated, analyzed, and lead various marketing campaigns.

#### HP World, India **Sales and Service Analyst July 2012 – December 2012**

- Performed Data Profiling to learn more about user behavior and draw conclusions based on that.
- Used SQL for importing data for data analysis and provided weekly reports to senior management.
- Boosted sales in assigned territory by 28% in 6 months by directing various marketing campaigns.
- Partnered with sales department to understand customer requirements, offer technical solutions, and close the deal.

# **TECHNICAL SKILLS**

**Visualization Tools:** Power BI, Tableau, Google Data Studio, Qlik Sense, Power Pivot, Excel, Knime **Databases:** SQL Server, MySQL, PostgreSQL, Toad Data Modeler, Salesforce, AWS, Oracle SSIS, Power BI Dataflows, Talend, Tableau Prep, Power Pivot, Python Scripts, Alteryx ETL Tools:

SQL, Python, R, JavaScript, HTML, CSS Languages:

Google Analytics, Google Campaign Manager, Facebook Ads, Snapchat Ads, LinkedIn Ads, Amazon Marketing:

Marketing Services, Walmart Advertising, Sprout Social, Adobe Analytics, Criteo, Jivox

**Web Development:** React, JavaScript, HTML, CSS, SCSS, JSX

**EDUCATION** 

MS Engineering Management December 2017 Northeastern University, USA

**Related Coursework:** Data Warehousing and Business Intelligence, Database Management and Design, Data Mining,

**Business Analysis and Information Engineering**