



EXPERIENCE

Sona Enterprise, India	Data Analyst	March 2021 – March 2022
<ul style="list-style-type: none"> 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. Presented sales reports on a weekly basis to the higher management. 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 focused on answering various questions 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	BI Analyst	July 2018 – February 2021
<ul style="list-style-type: none"> 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, transformation of data using different technologies like Power BI data flows and python scripts. Generated insights based off 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, ad hoc consulting. 		
Everbridge, USA	Market Analyst	February 2017 – September 2017
<ul style="list-style-type: none"> Designed business models for senior management helping them better see their goals, progress and data trends. Provided AD hoc analysis and reports to 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, SWOT analysis to give the company an edge over competition. 		
Nokia Center, India	Data Analyst	January 2013 – June 2015
<ul style="list-style-type: none"> Data story teller, 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 the 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
<ul style="list-style-type: none"> Performed Data Profiling to learn more about user behavior and draw conclusion 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 specify customer requirements, offer technical solution and close the deal. 		

TECHNICAL SKILLS

Databases:	SQL Server, MySQL, Oracle, PostgreSQL, AWS, Salesforce
DWH / ETL / BI Tools:	Talend, SSIS, Tableau, Power BI, Qlik Sense, Google Analytics, Marketo, Alteryx, Google Data Studio
Languages:	Python, R, SQL, HTML, JavaScript, CSS, React, JSX
Marketing:	Google Analytics, Adobe Analytics, Google Campaign Manager, Facebook Ads Manager, Snapchat Ads for Business, Criteo, Walmart Advertising, Amazon Marketing Services, Jivox

EDUCATION

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