PREET KUMAR

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# Technical Skills

**Languages and Databases**: Python, Pandas, NumPy, SQL, MySQL, Selenium

**Visualization Tools**: Tableau, Power BI

**Other Skills**: Advanced Excel, Business Analysis, Data Analysis, Customer Acquisition

# Experience/Projects

**JS Bank December 2023 – Present**

*Data Scientist Karachi, Pakistan*

* Managed and queried data using SQL Server Management Studio, ensuring efficient storage and retrieval.
* Extracted and processed data from various sources, including PDFs, XML, Word docs, and websites.
* Created Power BI dashboards and reports to deliver actionable insights and support decision-making.
* Conducted ad-hoc analysis and diagnostic investigations to resolve data-related issues and provide timely solutions. Performed data automation and analysis using Excel to streamline reporting processes.
* Developed RPA solutions to automate repetitive data handling tasks and improve workflow efficiency.

**Zagop April 2022 – November 2023**

*Data Analyst Karachi, Pakistan*

* Enhanced the effectiveness and reach of various political and product ad campaigns, leveraging SQL and Excel for data analysis, directly leading to a **significant 9% boost in campaign ROI and revenue growth.**
* Streamlined and optimized SQL query operations, successfully **reducing processing times by over 50%**, thus enhancing overall database efficiency and response times for business-critical operations.
* Played a pivotal role in managing and fine-tuning advertising campaigns across several major platforms (Appnexus, Trader Desk, Google DBM), directly contributing to **increased campaign ROI and efficiency.**
* Used **statistical analysis and predictive modeling** in ad targeting, segmentation to enhance campaign precision.

**DEF Company October 2021 – July 2022**

*Analyst Kolkata, India*

* Utilized SQL, advanced Excel, and Python for data processing and analysis, successfully deploying a quality project for clients, focusing on **efficiency and accuracy in data handling.**
* Analyzed, reviewed, and **revised programs to increase operating efficiency by up to 30%**, significantly enhancing system performance and user satisfaction.
* Employed Advanced Excel functions (VLOOKUP, Pivot Tables) for in-depth data analysis and report creation,

**reducing manual work by 2 hours** and increasing workflow efficiency.

# Personal Projects/Awards & Achievements

**Maple Hardware: Interactive Tableau Dashboard** *| Tableau, Data Modelling and Cleaning* **April 2022 - May 2022**

* Developed an interactive Tableau dashboard for Brunox Electronics, enhancing strategic decision-making with dynamic visualizations that **reduced data trend identification time by 40% and improved decision accuracy by 30%.**
* Streamlined data modeling and cleaning processes, **reducing preparation time by 25% and boosting data accuracy by 15%.**

**Education**

**Mehran University of Engineering & Technology Jamshoro Nov 2016 – Dec 2020**

*Bachelor of Engineering in Computer Systems Jamshoro, Sindh*