

Preet Desai

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SUMMARY

Results-driven **Business Intelligence Analyst** with 2+ years of experience designing and developing automated dashboards using **Power BI** and **Tableau**, leveraging **Microsoft BI** stack to deliver actionable insights. Skilled in statistical analysis, **KPI** development, and end-to-end analytics, with expertise in **client-facing collaboration** to align **business goals** with innovative, **data-driven** reporting solutions.

SKILLS

Languages:	Python, SQL, R programming, NoSQL, SAP
BI Tools:	Power BI (DAX, Power Query, Dataflows, Modeling), Tableau, Excel VBA, Excel Macros, Microsoft BI Stack (SSRS, SSIS, SSAS), QlikView, Google Data Studio, Looker, Data Visualization Tools
Data Analysis:	Statistical Analysis, KPI Creation & Monitoring, Sales Forecasting, Marketing Analytics, Customer Segmentation, Root Cause Analysis, Data Mining, Trend Analysis, Predictive Analytics, Financial Analytics, Performance Metrics
Data Processes:	ETL, Data Modeling, Data Transformation, Metadata Management, Automation of Reporting, Process Optimization
Technical:	Microsoft Office (Excel, Word, PowerPoint), MySQL, SQL, CRM, Data-Driven Decision Making, Web Analytics, Regression Analysis, Alteryx, A/B Testing, Reporting Automation, Executive Dashboards, SQL Scripting
Soft skills:	Critical thinking, Problem-solving, Client-facing Experience, Cross-Functional Team Collaboration, Stakeholder management, Entrepreneurial Leadership, Fast-paced Environments, Strategic Planning, Attention to Detail

CERTIFICATIONS

Alteryx Micro Credential | Google Data Analytics | Google Project Management | AI for everyone | SQL |

EDUCATION EXPERIENCE

Master of Science, Business Analytics The University of Texas at Dallas	3.7/4.0 GPA – Recognition August 2022 – May 2024
• Certified specializations: Applied Machine Learning, Healthcare Information Technology	
Bachelor of Technology, Electrical Engineering – Finance Nirma University, India	3.5/4.0 GPA – First Class August 2017 – May 2021

WORK EXPERIENCE

Program Management Analyst, Holiday Channel, Chandler, Az	September 2024 – Present
<ul style="list-style-type: none">Designed and implemented Power BI dashboards to visualize key business metrics and performance indicators, enhancing decision-making and business performance tracking to develop data-driven strategies.Leveraged SQL to query and extract critical data from large datasets, identifying actionable insights that drive a 25% increase in user engagement and aligned with business objectives.Identified opportunities for innovative mobile app features and website enhancements using Python for data analysis, automation, and process optimization, driving operational efficiency, resulting in a projected \$1M annual revenue growth.Collaborated cross-functionally with engineering and business teams to streamline the delivery of a mobile app, leading to a 10% reduction in product delivery timelines and improving project management and product development efficiency.	
Strategic Consultant, R systems, Dallas, Tx	May 2024 – July 2024
<ul style="list-style-type: none">Developed a comprehensive Go-to-Market Strategy for a HealthTech client's new Mental Wellness app, identifying target customers, pricing strategies, and assessing product-market fit, leading to an estimated 20% increase in market penetration and sales growth.Conducted in-depth competitive analysis, market research, and user behavior analysis, visualizing insights in Tableau from over 50 users to refine product features and support CRM, potentially increasing differentiation opportunities by 15%.Integrated trend forecasts and sales models using Excel, tracking and analyzing user behavior to provide actionable insights that ensured the successful development and launch of new features, driving a 15% increase in user engagement and customer retention.	
Graduate Teaching Assistant, The University of Texas at Dallas, Richardson, Tx	January 2024 – May 2024
<ul style="list-style-type: none">Instructed graduate-level courses in Database Foundations and Applied Natural Language Processing, imparting 150+ students with acumen in database management, a strong understanding of ETL processes, business communication and a problem-solving mindset.	
Business Data Analyst, Rajvi Stock Broking, India	June 2021 – July 2022
<ul style="list-style-type: none">Conducted root cause analysis to identify inefficiencies in portfolio management workflows, executing strategic initiatives that enhanced services, resulting in a 15% increase in client acquisition and a 10% boost in overall trading volume and revenue growth.Automated Tableau dashboards, improving portfolio visibility by 20%, enabling faster client decision-making on KPIs and market trends, enhancing data visualization and business intelligence capabilities.Collaborated cross-functionally using JIRA and Confluence to streamline internal processes, resulting in a 30% reduction in service response time for client queries, and optimized client investment outcomes by leveraging Python for data processing and forecasting.	
Data Analyst, Rajvi Stock Broking, India	January 2021 – May 2021
<ul style="list-style-type: none">Collaborated cross-functionally to demonstrate visualizations in Tableau and R, highlighting over 8 key insights to the stakeholders.Conducted market research and competitor analysis to identify and capitalize on growth opportunities.	

CONSULTING EXPERIENCE

Student Consultant Data Analyst, Conagra Brands, Chicago, Il	January 2023 – May 2023
<ul style="list-style-type: none">Boosted revenue potential by 5% through sales analysis and forecasting using Python, Alteryx, creating custom dashboards in Tableau and supporting change management with agile methodologies. Communicated KPIs to business stakeholders.	

PROJECTS

Enhancing Sales Forecasting with Historical Data Analysis
<ul style="list-style-type: none">Analyzed historical sales data using SQL and Power BI, improving sales forecasting accuracy by 20% and increasing revenue prediction precision by 15% by identifying key seasonal trends and demand fluctuations.
Optimizing Marketing Campaigns with customer segmentation
<ul style="list-style-type: none">Analyzed customer segmentation and marketing campaign performance using SQL and Tableau, resulting in a 15% increase in conversion rates and a 10% reduction in churn by identifying high-value segments and optimizing targeted messaging.

