PRIYADHARSHINI N

Marketing Data Analyst | +91 8668198813 | riyash.eee@gmail.com | Linkedin | GitHub

Results-driven Marketing Data Analyst with two years of experience in the marketing data analytics field, specializing in data analysis, campaign performance tracking, and customer insights. Proficient in leveraging data visualization tools and statistical techniques to optimize marketing strategies and drive business growth. Utilizing my analytical skills to enhance decision-making and business performance.

Experience

DECEMBER 2022 – PRESENT

Marketing Data Analyst | Velocity Media | Gurugram, Haryana

✓ Skilled in collecting data from SQL and Excel, performing data cleaning and manipulation using Python libraries (NumPy, Pandas), and leveraging Power BI for dashboard, analysis and reporting.

✓ Analyzed key campaign performance metrics (Impressions, Clicks, CPC, CPPV, CPV) to generate insights and optimize results.

✓ Proficient in utilizing Google Analytics for campaign performance evaluation and strategy enhancement.

✓ Experienced in handling and managing 2000+ marketing campaigns using tools such as Trackier, Propeller, GAM, Azure, and DevOps.

DECEMBER 2021 – NOVEMBER 2022

Relationship Manager | ICICI Bank | Koramangala, Bangalore

✓ Used CRM Finacle for daily banking operations. Extracted and analyzed customer data for performance tracking and insights into account activities, loan disbursements, and service trends.

✓ Generated and interpreted reports on customer profiles, loan statuses, and account performance using. Collaborated with cross-functional teams to identify trends, optimize processes, and provide insights for decision-making.

✓ Improved customer relationship management through data-driven strategies, leading to enhanced customer retention and satisfaction.

Education

SEPTEMBER 2020

B.E Electrical and Electronics Engineering | Alagappa Chettiar Government College of Eng & Tech, Karaikudi, TN, India

Skills

- SQL Advanced Query preparation
- Aggregate, Grouping, Joins, Subquery, CTE's, Window Functions, Data Cleaning and Transformation
- SQL Function, Procedure writing
- Python, EDA Process
- Dashboards design
- Reports design

- Excellent time management
- Foreseen approach
- Team player
- Quick Learner

Software & Tools

- Power BI
- MySQL
- MSSQL
- DBeaver
- Numpy
- Pandas
- Matplotlib
- Seaborn
- Hub spot
- META Ads
- Offer18
- Google Adsense
- Google Ad Manager (GAM)
- Propeller Ads
- Advanced Excel(Macro, VBA)

Field of Interest

- E-Commerce
- Marketing Analytics
- Data Analytics & Dashboards
- Business Intelligence analytics
- Financial Analytics
- Data Science

Courses & Trainings

- ✓ Power BI for Beginners, Simply Learn– [Verify here](#)
- ✓ Python and SQL for Data Science, SCALER -[Verify here](#)
- ✓ Introduction to NumPy, Simply Learn - [Verify here](#)
- ✓ Digital Marketing course (Advance level) - FITA ACCADEMY
- ✓ SQL Intermediate Hacker Rank -[Verify here](#)
- ✓ Udemy Data Analyst – [Verify here](#)

Personnel details

Date of Birth   : 20/09/1998
Nationality   : Indian
Language Known   : English, Tamil
Address for communication   : Sakthi Nagar, Adambakkam, Chennai -600088

Declaration

     I hereby declare that the above particulars given are true and faith to the best of my knowledge and belief.

DATE: **Yours sincerely**

PLACE: **[Priyadharshini N]**

Project Handson

Predictive Analysis of Marketing Campaigns:
- Built an interactive Power BI dashboard for marketing campaign analysis covering metrics like CTR, Engagement, Conversion Rate, and Spend.
- Used DAX to calculate KPIs and applied Power Query for data transformation and cleansing.
- Visualized campaign success by Budget, Channel, Product Category, Region, and Quarter using advanced charting.
- Enabled business users to filter data using dynamic slicers (Channel, Product, Budget, Region, Quarter).
- Delivered insights on budget allocation, campaign performance, and ROI improvements.

Marketing Analysis
- Collected and cleaned data using MS SQL, integrating Python (NumPy, Pandas) via connectors for sentiment analysis.
- Extracted processed data from SQL to Power BI to develop interactive reports.
- Designed dashboards with charts, funnels, and matrix tables to analyze conversion rates, clicks, and views.
- Provided insights into customer engagement, sentiment trends, and conversion rate improvements.

Coffee Shop Sales Analysis
- Developed an interactive Coffee Shop Sales dashboard using Power BI to track and analyze sales trends across different products, stores, and time periods.
- Analyzed daily, weekly, and hourly sales performance, identifying peak periods and product category trends that drove revenue increases of up to 30% month-over-month.
- Visualized sales by product category and location to highlight top-performing items and stores, enabling targeted sales strategies for underperforming locations.
- Created dynamic filters for real-time exploration of sales trends, allowing stakeholders to drill down by day, store, and product category.
- Provided actionable insights that helped optimize inventory and marketing efforts based on key metrics like sales per hour and category contribution.