**Romil Patel**

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**SUMMARY**

# Accomplished Business Data Analyst and Business Operations Professional with 4+ years of experience leveraging SQL, Tableau, Power BI, AI & ML for data analysis, visualization, predictive modeling, and project management. Proven expertise in fraud detection, risk analysis, revenue forecasting, inventory optimization, BI dashboard development, and requirements elicitation. Adept at translating complex data into actionable strategies, identifying gaps, and driving measurable business impact.

# WORK EXPERIENCE

**Duca Financial**, North York, Ontario

*Business Data Analyst 07/2023 – Present*

Spearheaded the Fraud Detection and Prevention project, contributing to a substantial decrease in fraudulent activities by leveraging data analysis and predictive modeling techniques.

* Extracted and analyzed over 1 million transaction records using SQL to pinpoint patterns indicative of fraudulent behavior.
* Developed and implemented predictive models for fraud detection using Tableau, resulting in a 7% faster response time.
* Collaborated with data engineering teams to optimize data extraction and aggregation processes across applications, teams, and business units involving python scripts.
* Created comprehensive project documentation, streamlining communication and ensuring alignment with requirements, scope, and plans.
* Built exploratory data plots using R for large dynamic data sets for faster and efficient results.

Environment: SQL, Tableau, Python, R

**Rogers Communication**, Toronto, Ontario

*Business Data Analyst 01/2023 – 06/2023*

Involved in Business Intelligence Dashboard Development and ETL processes.

* Assisted in designing and developing over 20 BI dashboards using Tableau and Looker, improving cross-functional data accessibility.
* Managed and optimized marketing automation campaigns using Oracle Eloqua, enhancing lead generation and customer engagement.
* Conducted data analysis using SQL and provided technical support for dashboard users.
* Worked with data engineering team to build a robust multi-stack data pipeline for excellent data streaming using python with big data technologies.
* Trained on proprietary applications, CRM, and data warehousing solutions, navigated and extracted data, participated in database migration efforts.

**Environment:** Tableau, Looker, SQL, Python

**Shoppers Drug Mart,** North York, Canada

*Business Intelligence Analyst 10/2021 – 12/2022*

Worked on the Sales and Revenue Analysis. Enhanced sales strategies through comprehensive analysis of revenue streams and sales channels while optimizing data usability by more than 25%.

* Developed comprehensive KPI framework, driving 15% improvement in data-driven decision-making and 10% increase in sales productivity.
* Conducted product performance analysis in SQL and R, resulting in a 20% reduction in underperforming stock.
* Effectively communicated complex data and technical results to diverse audiences in an approachable and understandable manner to executive managers.
* Utilized Python with Keras to design neural networks for a sentiment analysis project, enhancing predictive accuracy and insights.
* Developed predictive models using Python, employing regression and time-series analysis techniques for accurate sales forecasting.

**Environment:** SQL, PowerBI ,Tableau, Azure, Python, R

**Essar**, Gujarat, India

## Business Analyst 05/2019 – 04/2021

Strategically analyzed revenue trends and optimized inventory using predictive modeling. Developed Power BI dashboards for enhanced data visibility, resulting in increased sales.

* Reviewed data for company’s last 24 months’ revenue and projected a trend for next 3 years using predictive data modelling.
* Optimized raw material inventory by leveraging R to analyze prior sales and material data, providing strategic insights and enhancing operational efficiency.
* Developed custom Power BI dashboards using DAX queries & GUI enhancing data visibility for business managers.
* Analyzed client behavior using SQL & Python, leading to a 10% sales increase within the first quarter of joining.
* Created data dictionaries, system architecture diagrams, and user manuals for BI Dashboard project, reducing onboarding time by 25%.

**Environment:** SQL, Excel, PowerBI, Python, R

# EDUCATION

Georgian College of Applied Arts & Technology Barrie, Ontario

Post-Graduate Certificate in **Big Data Technologies**  **2023**

Cambrian College Sudbury, Ontario

Post-Graduate Certificate in **International Business 2022**

D. Y. P. University School of Management Mumbai, India

Bachelor of **Business Administration (Major: Finance) 2019**

# SKILLS

**Analytical & Visualization Tools:** Microsoft Power Bi, Tableau, Looker

**Database Management:** SQL Server, GCP, PostgreSQL, Azure SQL

**Additional Tools:** Azure Data Studio, Hadoop, Kafka, Excel, Ms. Project, SAS, Apache Spark, Hive & Sqoop, Airflow, Flink, Kibana, Confluence, Docker

**Programming Languages:** Python, HTML, C++, JS, SQL, R

**Other Skills:** Statistical, financial data modeling, data integration & ETL processes, complex SQL querying, advanced data visualization & dashboard creation, scikit-learn, TensorFlow, stakeholder management, agile methodology, commercial acumen & solutions identification.

# CERTIFICATION

* Career Essentials in Data Analytics – (Microsoft 2024)
* SAS Essentials: Programming & Visualization – (SAS Institute 2023)

# ACHIEVEMENTS

* National athlete, India (2012 & 2014)
* Highest donations collector, Navi Mumbai region for Help Age India. (2008, 2010)