SARASWATHI PANDIT

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SKILLS

Programming: Python, SQL, Google Apps Script

Data Visualization: Power BI, Streamlit, Excel

Cloud: Basics of AWS, Heroku, Google Cloud

Databases: PostgreSQL, SQL Server, Google Sheets

Automation & APIs: Selenium, Facebook Ads API, Microsoft Clarity API, GPT API

WORK EXPERIENCE

Gitforce Talent Labs (formerly Smart Dino)

Business Intelligence Engineer | Founding Team   *Apr 2024 – Nov 2024*

- Automated recruitment operations with **Google Apps Script**, linking **Google Sheets** to prevent duplicates and save 40% of team effort.
- Built a **Power BI** Engagement Tracker, improving recruitment visibility and boosting team efficiency by 20%.
- Designed a Resume Parser with **Python** and **GPT 3.5 API** for the internal team, which processed over 1,000 resumes, reducing manual effort by 60%.
- Developed a website analytics dashboard using **Microsoft Clarity API** and **Selenium**, saving the team 4+ hours per week on manual analysis and providing key insights to leadership.

Associate Data Analyst   *Mar 2023 – Mar 2024*

Marketing Analytics | [Project Link](#)

- Collaborated with **Lion and Lion**, a digital marketing agency in Malaysia, analyzed performance metrics for 20+ Facebook and Instagram ad campaigns.
- Automated data extraction and processing using **Python** and **APIs**, reducing manual work by 65% and providing actionable insights to optimize digital marketing strategies.
- Used **SQL** and **PostgreSQL** to store and manage marketing data, ensuring efficient data retrieval and analysis for campaign performance tracking and enhanced reporting accuracy by 70%.
- Created **Power BI** dashboards to visualize ad performance, leading to 10% better campaign targeting.

Financial Data Analysis

- Worked with 8+ teams at Paga, a leading fintech company in Nigeria, to analyze financial data and provide strategic insights.
- Utilized **SQL**, **Power BI**, and **Python** to analyze key financial metrics, identifying trends and patterns that helped streamline financial operations and boosted data accuracy by 20%.
- Worked closely with the CEO and internal teams to understand business needs and developed customized dashboards that strengthened decision-making and financial strategy through data-driven insights.

OTHER PROJECTS

- **Website Analytics Dashboard** | [Project Link](#)

  Designed a reporting system for website engagement metrics, offering actionable insights into user behavior and site performance.

ACHIEVEMENTS & CERTIFICATIONS

Achievements: 5 star on HackerRank for SQL | Achieved Data Science Orientation Badge

Certificates: Progate - Python course | Coursera - Data Science Math skills

EDUCATION

B TECH in Electronics and Communication Engineering	St Martin's Engineering College	2018 – 2022
Intermediate (MPC)	Sri Chaitanya Junior College	2016 – 2018
10th Standard	Bhashyam High School	2012 – 2016