|  | **SUPRIYA HINGE** [Email](mailto:hingesupriya@gmail.com) | [LinkedIn](https://www.linkedin.com/in/supriya-hinge-82335311b/) | [GitHub](https://github.com/supriyah26/DATA-ANALYST-PORTFOLIO) | [Portfolio](http://supriyah26.github.io)  Senior Data Analyst with 6+ years of experience transforming data into actionable insights across telecom, healthcare and manufacturing. Skilled in leading and building scalable analytics solutions, and delivering strategies that optimize executive decision-making. |
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**WORK EXPERIENCE**

# Senior Data Analyst - Nile Group | Client - Comcast | Nov 2024- July 2024 | Remote, USA

* Led a team of 3 analysts to implement a scalable data strategy that accelerated data integration by 40% and enhanced accessibility for marketing and product teams.
* Built Snowflake data marts combining usage, subscription, and ad data (AMC, Google Ads, Facebook Ads), improving attribution accuracy by 25%; modernized ETL with Alteryx, reducing processing time by 35%; and developed churn models in Python, boosting retention by 18%.
* Designed Tableau dashboards to monitor network uptime, set-top box errors, and call center volumes, cutting issue response times by 40% and enhancing operational decision-making.

# Data Analyst II - Regal Rexnord Corporation | Oct 2023-Oct 2024 | Chicago, Illinois, USA

* Built Power BI dashboards integrating Google Analytics and sales data to monitor campaign performance and lead conversion, boosting campaign effectiveness by 19% and increasing sales by 12.5%.
* Delivered pricing and CAC analysis to uncover market trends and optimize budgets, driving a 13% increase in profitability; developed segmentation models in SQL Server for territory-level insights that raised regional revenue by 8%.
* Automated Alteryx workflows for extracting, cleansing, and enriching data from SQL Server and Salesforce, cutting reporting lag from 3 days to 8 hours and enabling faster, more informed decision-making.

# Data Analyst - Nile Group | Client - Johnson & Johnson | June 2023-Oct 2023 | Remote, USA

* Developed a predictive model in Python (Pandas, Scikit-learn) to forecast OTC product demand using seasonality, geo-demographics, and historical sales, improving forecast accuracy by 12% and optimizing inventory planning.
* Built Domo dashboards and processed 10M+ rows of data using PySpark in Databricks, enabling personalized patient segmentation and efficient campaign A/B testing — boosting engagement by 22%, cutting processing time by 30%, and raising marketing ROI by 18%.

# Associate Consultant (Data Analytics) - Sogeti | Capgemini | July 2022-Apr 2023 | Chicago, Illinois, USA

* Investigated marketing opportunities and built financial planning models using SQL and Excel (pivot tables, VLOOKUPs, advanced formulas), supporting a 2% quarterly revenue growth through strategic insights.
* Collaborated cross-functionally to implement data-driven solutions that improved business process performance by 30% and contributed to $500K in annual business value.
* Leveraged Tableau and SQL to track KPIs (gross margin, campaign ROI, revenue variance), surface underperforming SKUs, and identify pricing opportunities — driving a 10% improvement in operational performance.

# Data Analyst - Cybage Software | June 2018-Dec 2020 | Pune, Maharashtra, India

* Applied GAP and cost/benefit analysis using Tableau and Salesforce dashboards to evaluate marketing strategy effectiveness and optimize resource allocation, directly influencing ROI-driven decisions.
* Built logistic regression models and SEO performance reports with Google Analytics and Tableau, identifying KPIs that increased website audience by 12% boosting digital profitability; implemented UTM tagging and funnel tracking to enable A/B testing and conversion optimization.
* Conducted deep-dive analysis in Power BI and SQL to identify trends, anomalies, and market opportunities, improving forecasting accuracy and contributing to a 15% increase in sales revenue.

# Analytics Intern - Internshala | June 2016-Apr 2017 | Pune, Maharashtra, India

* Conducted market and competitor analysis to identify industry trends and emerging opportunities, directly informing the successful launch of a new solar energy product.
* Built Power BI dashboards and led A/B testing to analyze student behavior, course engagement, and landing page performance — driving improvements in user retention and content strategy.

# SKILLS

* **Programming:** Python (Pandas, NumPy, Scikit-learn), PySpark, SQL
* **Analytics & BI Tools:** Power BI, Tableau, Looker Studio, Domo, Alteryx, Adobe Analytics, Google Analytics (GA4), SEMRush, A/B Testing,
* **Data Warehousing & Databases:** Snowflake, Databricks, SQL Server, PostgreSQL, OracleDB, MySQL, MongoDB
* **CRM & Marketing Platforms:** Salesforce, HubSpot, Google Ads, Facebook Ads, Amazon Marketing Cloud (AMC)

# EDUCATION

**Illinois Institute of Technology, Chicago, USA** - Master of Computer Science | Aug 2020-May 2022

**Pune University, Pune, India** - Bachelor of Computer Engineering | Aug 2014-May 2018

**ADDITIONAL INFORMATION**

**Visa Status:** Looking for VISA Sponsorship

**Languages: English -** Bilingual**, Hindi -** Native**, French -** Professional