SHIVANGI CHAMOLI

Open to relocate | shivangichamoli1212@gmail.com | +1 (203) 994-3642 | LinkedIn

PROFESSIONAL EXPERIENCE

Marketing Data Analyst, Yamaha Corporation, *Jersey City, NJ*   Jul 2025 – Present
- Deliver campaign performance dashboards in **Looker** to track KPIs such as conversion rate, CAC and LTV, enabling senior executives to make faster, data-driven investment decisions.
- Conduct **A/B testing** and digital performance analysis, using **Google Analytics 4** and **GTM** tracking, UTM tagging, driving a 15% lift in lead-to-conversion rates for high-priority campaigns.
- Collaborate with **CRM**, **paid media, and creative teams** to streamline reporting workflows, reducing manual effort and accelerating delivery of insights by 19%.
- **Build ETL pipelines with Impravado** to ingest data from sources like CRM, web analytics, and paid media platforms into **Snowflake**, enabling accurate and centralized campaign performance reporting.
- Execute advanced **SQL queries** in **Google BigQuery** to process 1M+ rows of cross-channel ad and eCommerce data, cut reporting time by 13%.

Marketing Analyst, Kahana, *New York, NY*   Jan 2025 – Jun 2025
- Crafted **Looker** dashboards using **GA4** and **GTM** data to track content performance, traffic sources, engagement, and conversions enabling full-funnel analysis and data-driven content strategy.
- Implemented custom event tracking in GTM/GA4, analyzed UTM-based ROI and funnel drop-offs, and partnered with marketing to boost content-driven conversions by 20%.

Marketing Analytics Intern, **Potoo Solutions**, *Norwalk, CT*   May 2024 – Nov 2024
- Analyzed sales and retail performance data from **ERP systems** and **SQL databases** to reveal consumer behavior trends, enabling a 23% faster response to market opportunities and product performance shifts.
- Designed and optimized **Tableau** dashboards to track key CPG metrics such as sell-through rate, regional sales performance, and promotional effectiveness, reducing manual reporting time by 30%.
- Investigated and resolved platform violations on Amazon and Walmart, enhancing brand protection, ensuring pricing accuracy, and driving a consistent shopper experience across eCommerce channels.
- Applied **advanced statistical modeling** and **A/B testing** on email and digital campaigns, leading to a 15% increase in conversion rates and improved campaign ROI.

Market Business Intelligence Analyst, Accenture, *Pune, MH*   Aug 2021 – Jul 2023
- Created and **optimized SQL queries** to analyze large-scale consumer and sales data, enabling real-time insights into retail performance, inventory health, and customer purchasing behavior.
- Developed and maintained PowerBI dashboards to visualize regional product sales, category performance, and retail KPIs, reducing reporting effort by 40%.
- Streamlined **ETL data pipelines** for retail sales systems using **AWS**, improving reporting efficiency by 13% and reducing data delivery time by 17%.
- Collaborated with cross-functional teams driving a 12% increase in profitability through data-backed decision-making by defining and monitoring consumer-centric KPIs.
- Presented data-driven insights to senior executives, influencing campaign allocation decisions that improved marketing ROI and operational planning efficiency.

Data Analyst, The Sparks Foundation, *Pune, MH*   Jan 2021 – Jun 2021
- Devised **Excel** reports for resource planning using functions (**VLOOKUP, INDEX-MATCH, PivotTables, Conditional Formatting**), accelerating team response time by 30%.
- Performed **exploratory data analysis**, leveraging **Python** in Jupyter Notebooks to enhance data workflows, improve decision-making, and increase data processing efficiency by 20%.

EDUCATION

University of Connecticut School of Business, Hartford, CT, USA   Aug 2023 - Dec 2024
Master of Science, Business Analytics & Project Management

Savitribai Phule Pune University, Pune, MH India   Aug 2017 – Jul 2021
Bachelor of Engineering in Information Technology

ACHIEVEMENTS
- Achieved a top 10 ranking out of 150 students in the Humana May Healthcare Analytics Case Competition 2023.
- Awarded scholarship for the Global Experiential Learning Program in London for International Corporate Exchange

SKILLS & CERTIFICATIONS

- **Programming & Databases**: Python (pandas, NumPy, Matplotlib, Scikit-Learn) | SQL | PostgreSQL | MySQL | R
- **Visualization & Cloud Platforms**: Looker | Tableau | Adobe Analytics | Snowflake | Impravado |
- **Analytics**: Google Analytics | HubSpot | Marketo |Bitly | Optimize | Predictive Modeling | Statistical Analysis
- **Certifications**: Google Analytics 4 | Tableau Desktop Certification | Snowflake SnowPro | JIRA

PROFESSIONAL PROJECTS

- **Sales Performance Dashboard**: Designed interactive PowerBI dashboard for sales performance across regions to track KPIs such as revenue, lead-to-conversion rate, identifying high-performing markets, increasing sales by 38%.

- **Revenue Forecasting and Expense Analysis**: Redesigned and automated a marketing data pipeline in Salesforce to centralize data, guiding budgeting decisions, improved allocation efficiency, and boosted forecast accuracy by 9%.