

SKILLS

- **Databases:** SQL, MySQL, MS SQL
 - **Programming:** Python, pandas, NumPy, matplotlib, seaborn, PyTorch, Tensorflow, RAG, Machine Learning, NLP
 - **Data Visualization:** Power BI Desktop, Looker Studio, Google Data Studio, MS Excel
 - **Digital Marketing:** SEO, Google Analytics (GA4), Google Search Console, Google Ads, GTM, Google Sheets
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WORK EXPERIENCE -

Cirtru Pvt Ltd — Marketing Analyst (Mumbai | June 2023 – May 2024)

- Built **Power BI dashboards** to track organic traffic trends, top landing pages, bounce rates, and conversions segmented by location and listing type.
- Created a monthly **SEO performance report** integrating data from **Google Search Console, Google Analytics, and Screaming Frog**, saving 8+ hours/month in manual reporting.
- Analyzed and visualized **organic traffic growth by city**, helping content and product teams prioritize blog topics and SEO-friendly landing pages.
- Used Excel (LOOKUPS, conditional formatting, pivot tables) to **identify underperforming pages** and optimize title/meta structures based on click-through trends.

Zestard Technologies — Marketing Specialist (Ahmedabad | Dec 2021 – May 2023)

- Analyzed search engine performance metrics (clicks, impressions, CTR) using **Google Search Console and Excel**, leading to top 5 rankings for 5+ high-volume keywords in the manufacturing sector.
- Monitored and visualized website traffic trends using **Google Analytics + Power BI**, uncovering content gaps and driving organic growth from **30K to 75K monthly users** over 12 months.
- Developed weekly reporting templates and performance trackers in Excel, improving SEO project tracking accuracy and reducing reporting time by 30%.

ARE Infotech — SEO Executive (Ahmedabad | Jan 2021 – Aug 2021)

- Utilized Advanced Excel for data processing and KPI reporting for marketing clients, enhancing operational efficiency and reporting accuracy.
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PROJECTS

Global Mart Sales Dashboard (Python, MSSQL, Power BI) ([Link](#))

- Cleaned and analyzed sales data using SQL and Python to build a dynamic Power BI dashboard, which led to a 15–20% increase in revenue from top products and a 12% drop in unsold inventory

Maven Fuzzy Factory – Ecommerce Traffic & Conversion Optimization (SQL) ([Link](#))

- Analyzed marketing data to optimize bid spending and improve website conversions.
- Built dashboards to assess product portfolio performance and evaluate new product launch impact.

Coffee Shop Sales Analysis (Excel, Power Query Editor, Power Pivot) ([Link](#))

- Analyzed point-of-sale data to extract insights on peak hours, product popularity, and location-based performance.
 - Created an intuitive Excel dashboard to guide inventory and sales strategies.
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CERTIFICATIONS

- Data Analytics Course — Growdataskills - Google Analytics GA4 Certified
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EDUCATION

Shrama Sadhana Bombay Trust's College of Engineering (Bachelor of Mechanical Engineering | 2016 – 2020)