

Varun Shah

Sr. Data Analyst

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Summary

Results-driven Data Analyst with expertise in **data analysis** and **growth analysis** driving strategic insights. Skilled in analyzing **key metrics** across membership types, and acquisition sources to drive data-informed decisions. Adept at **collaborating** with **cross-functional teams** through **A/B testing** and **data integration**. Experienced in building intuitive **dashboards** and **reports** to provide real-time analytics, empowering leadership with actionable recommendations for sustained growth.

Key Achievements

- **Optimized Club Membership Retention Strategy:** Developed a predictive analytics model using **SQL** and **Tableau** to analyze member churn patterns, leading to a **15% increase in membership retention** over six months.
- **Boosted Club Revenue by 35% Through Strategic Initiatives:** Led a **membership and event optimization project**, introducing membership plans, VIP experiences, and targeted promotional campaigns, resulting in a **35% increase in revenue** within a year.

Work Experience

Sr. Data Analyst | [Invited](#)

Sep 2021 — Present

- Analyzed **large-scale membership datasets** to uncover trends and correlations, **driving strategic decision-making** and **profit optimization**.
- Developed **predictive models** using **statistical techniques** to forecast trends and optimize business decision-making.
- Created and maintained **SQL-based ETL pipelines** to automate **data processing** and ensure **data integrity**.
- Designed and deployed live, **interactive Tableau dashboards** and **Tableau reports** to facilitate **data-driven** insights for leadership, sales, and marketing teams.

Data Analyst II | [Credit Suisse](#)

Mar 2019 — Sep 2021

- Assisted in developing and managing **Tableau Data Sources** by **blending** multiple data sources to ensure accurate and insightful reporting.
- Designed real-time **PowerBI reports** and **Tableau dashboards** for stakeholders, presenting **KPIs** such as customer retention and portfolio growth.
- **Collaborated** with **stakeholders** to gather **business needs**, define project scope, and manage timelines.
- Leveraged **Jira**, **Trello**, and **Asana** for sprint tracking and backlog management.

Skills

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|------------------|----------------------------|--------------------------------|---------------------------------|
| ▪ SQL | ▪ Tableau | ▪ Agile (Scrum, Kanban) | ▪ Stakeholder Management |
| ▪ Python | ▪ Data Manipulation | ▪ Report Automation | ▪ Leadership |
| ▪ PowerBI | ▪ Data Extraction | ▪ Jira & Confluence | ▪ Communication skills |
| ▪ AWS | ▪ ETL | | ▪ Risk Assessment |

Education

Rutgers University, The State University of New Jersey, USA

Masters of Science in Information Technology & Analytics

Dec 2019

University of Mumbai, India

Bachelors of Science in Computer Engineering

Aug 2018

Certifications

- Certified Scrum Master (CSM)
- Tableau-certified Desktop Specialist (TDS)

Additional Skills

Data Warehousing, Data Mining, Statistical Analysis, AWS S3, AWS EC2, Excel (Pivot tables, VLOOKUP), Python (Pandas, NumPy), Oracle, SQL Server, Project Management

Additional Information

When I am not saving the world with data problems, I like to read books, watch Formula 1, soccer, play X-Box, and volunteer for town events.