

Viraj Dhane

Data and Business Intelligence Analyst

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SUMMARY

Data and Business Intelligence Analyst with 3+ years of experience delivering insights across diverse domains. Skilled in leading BI initiatives through agile workflows, stakeholder alignment, and cross-functional collaboration. Proficient in SQL, Python, R, Tableau, Power BI, and cloud platforms to enable data-informed decisions, develop dashboards, build data pipelines, and optimize workflows.

EXPERIENCE

Data Analyst/Engineer, Locust Street Group

Oct 2024 – Present | Washington, DC

- Built Tableau dashboards to track social and news media trends and KPIs across 8+ accounts – standardized metrics and improved data accessibility by 70%.
- Developed and automated end-to-end data pipeline, enabling AI-driven sentiment analysis by ingesting media event data via APIs into data warehouse, and saving ~20 hours/week.

Tech Stack: SQL, Python, AWS, Databricks, Apache Airflow, OpenAI

- Designed dimensional data model and built Medallion Architecture-based data warehouse and manage social and news media event data – improved data quality and accessibility for analytics.
- Streamlined 4+ reporting workflows by aligning with business needs and documenting reporting requirements and process flows.
- Acted as a User Experience SME documenting epics, user stories, functional specifications, acceptance criteria and led User Acceptance Testing (UAT) to ensure solutions aligned with business requirements.
- Collaborated with cross-functional teams and stakeholders to deliver analytics solutions and enhance project execution.

Data Analyst, University of Massachusetts Amherst

Mar 2024 – Oct 2024 | Amherst, MA

- Partnered with stakeholders to understand business needs and automated KPI reporting using Python to create 3+ recurring and ad-hoc reports – reduced manual efforts by 50%.
- Improved reporting efficiency by 28% by automating data preprocessing using Excel macros and VBA.
- Analyzed human resource data for 1000+ volunteers and built Tableau dashboard – tripled visibility into HR metrics and insights.

Data Analyst, Crane ChemPharma and Energy

Jul 2023 – Dec 2023 | The Woodlands, TX

- Developed SQL queries to transform 500K+ marketing and sales records and built attribution models to analyze conversion funnels and identify top revenue-generating marketing and sales channels.
- Led spend analysis and reporting optimization on company financial data by gathering requirements, translating them into technical specifications, and delivering actionable insights – optimized spend by 3%.
- Developed ETL pipeline to integrate and process data from 20 ERP systems using Python, AWS, and Snowflake.
- Conducted global stakeholder alignment to implement data quality and validation checks – enhanced data integrity to 100%.
- Built Tableau dashboards for KPI, MoM and YoY trends, and product category/subcategory analytics – increased stakeholder engagement by 20%.

Data/Business Analyst, Merkle Sokrati

Mar 2022 – Jun 2022 | Pune, India

- Initiated A/B testing and analyzed early-stage data to identify responsive customer segment – increased click-through rate by 14%.
- Analyzed e-commerce consumer and sales data to make recommendations for marketing campaigns, resulting in optimized marketing spend by 60%.
- Supported performance tracking of 30+ social media campaigns by leveraging Google Analytics, Google Ads, and Meta Ads Manager.

Analyst, Tata Technologies Ltd.

Mar 2019 – Sept 2020 | Pune, India

- Created reporting processes and requirements documentation, and visual workflows utilizing MS Visio to train 4+ stakeholders and support continuous improvement.

SKILLS

SQL, Python, R, Power BI, Tableau, Looker, Excel, AWS (S3, Lambda, Glue, Redshift, Athena), Azure, Databricks, Snowflake, GCP, BigQuery, DBT, Google Analytics, Data Mining, Data Modeling, Data Visualization, Data Integration, Data Management, ETL/ELT pipelines, Statistical Analysis, Marketing Analysis, Business Reporting Analysis, KPI Reporting, Process Improvement, Process Optimization, Quality Assurance, Stakeholder Engagement, Project Management, JIRA, Confluence, Agile/Scrum Frameworks

EDUCATION

Master of Science in Engineering Management, University of Massachusetts Amherst

Sept 2022 – May 2024 | Amherst, MA