**Career Objective**

An overall experience of 7 years. Have experience in Data Analytics and Research domain. Hands-on experience in working with unstructured data to perform data understanding, data extraction, data cleansing and apply data mining techniques and machine learning. With a relevant work experience of 5 years in analytics, looking for career growth and a job opportunity in data analytics role.

**Professional Summary**

* Currently working as Senior Data Analyst with comScore Technologies Pvt. Ltd, Bangalore, from Dec 2016 to till date.
* Worked as Data and Research Analyst with Genisys Group, Bangalore, from March 2016 to Dec 2016
* Worked as Research Analyst with Seek Research Solutions from Oct 2014 to March 2016

**Additional Information**

Operating System: Windows 98/2000/XP/Vista/win7/win8/win10

Applications : MS Office and Excel.

Analytics Tools : Google Analytics, comScore Tools, Qlik View, Data Visualization.

IT Skill: SQL , Advanced SQL, Advanced MS Excel, Power BI,

**Working Experience**

* Working as an Senior Data Analyst with comScore Technologies Pvt. Ltd., from Dec 2016 to till date.

**Description:**

comScore is a leading internet technology company that measures what people do as they navigate the digital world – and turns that information into insights and actions for comScore clients to maximize the value of their digital investments.

Job Responsibilities:

* Extract and analyze reports from online media measurement analytical source like ComScore.
* Creating custom reports as per the client requirement from the interface.
* Downloading Qlik Reports for usage data and Analysis.
* Generating the Reports by using SQL Quires and QlikView.
* Creating various Dashboards using power BI and story preparation for reporting purpose.
* Analyzing Ad Creatives with the Comscore Numbers
* Verification of Digital AD Creatives and Data visiualization.
* Understanding clients business needs and how Comscore products & services will meet their objectives
* Analyze print Ad creatives for Singapore and Canada and India on the tool
* Online Ads Classification for dictionary updates for the new products or services on monthly basis.
* Generating reports on usage of reports that clients has subscribed to as users wise, product wise and month wise based on the requirement.
* Perform primary research and data solicitation as necessary.
* · Perform secondary research, and write articles to be posted in website, and social media.

Worked as an Data and Research Analyst with Genisys Group from Mar 2016 to Dec 2016.

Job Responsibilities:

* Lead the marketing programs for branding and lead generation.
* Google Analytics number for comparing month wise page views and unique visitors.
* Conduct market, customer and competitive research on regular basis.
* Experience in Excel formulas and functions, Pivot tables, Charts.
* Email campaigning, email verification and validation
* Email Marketing.
* Data analysis and gathering and Database Management.
* Good working knowledge of V look up, H lookup, MS excel.
* Extensive experience in company profiling.
* Good experience in secondary research and market research.

**Other contributions to the company when required:**

* Participating in execution of company’s events.
* Handling of expo events held in other cities.
* Preparing team’s monthly and accounts reports in the absence of manager.

**JOB: Worked as a Research Analyst in SEEK Research Solutions Pvt. Ltd**

* SEEK Research Solutions specializes in market intelligence outsourcing, providing high quality services to business enterprises, from large scale KPO to small scale investigative research. It has a particular specialism in company profiling and intelligence. Our business is client-oriented, and we maintain strict confidentiality. We provide reliable, unbiased and accurate information for clients' research need.
* Responsibilities:

• Conduct web research using company websites and other relevant sites to summarize companies’ business operations and its products and services.

• Browse corporate websites to gather key information relating to companies’ operations.

• Profile the companies’ allocated using thorough secondary research.

• Ensure that the business summaries are as comprehensive as possible with latest data available.

• Learn to use the application tool efficiently to ensure timely completion of targets / projects.

• Meet daily/weekly/monthly targets as stipulated by the company.

• Adhere to the company code of conduct.

• Collect and analyze data.

**Project Work** :(Mtech Project)

**Title: Efficient Multihop Broadcast protocol for asynchronous duty-cycled wireless sensor networks**

***Description*:** In this work, we propose to find efficient multihop broadcast protocols for asynchronous duty-cycled wireless sensor networks where each node independently wakes up according to its own schedule. EMBA adopts two techniques of the forwarder’s guidance and the overhearing of broadcast messages and ACKs.The overhearing of broadcast messages and ACKs helps to reduce the number of transmissions, thus it minimizes the active time of nodes. The protocols are implemented by using ns2 simulator.