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Data Analyst

**Professional Experience**

**Data Analyst, Doublene USA (Remote) May 2024 – Oct 2024**

* Conducted exploratory data analysis on customer trends using Python and Pandas, generating actionable marketing insights
* Developed and deployed machine learning models to predict customer behavior, enhancing targeted campaign accuracy by 18%
* Architected interactive Power BI dashboards to visualize key performance indicators for client companies
* Led cross-functional collaboration to streamline data collection processes, reducing data preparation time by 25%

**Client – Capital One, Boston, MA Sep 2023 – Apr 2024**

* Designed and implemented 10+ logical and physical data models for OLTP and analytic applications, resulting in a 30% improvement in database performance and scalability
* Conducted data analysis, mapping 100+ data elements across 5 source systems, and performed data quality assessments, ensuring 99.9% accuracy in financial data
* Optimized database performance by reducing query execution time by 40% through advanced tuning, indexing, and SQL optimization, while creating 50+ custom SQL queries and PL/SQL packages for reporting and automation
* Partnered with Data Architects and DBAs to implement 15+ data model changes, enhancing the efficiency of existing data warehouse applications by 25%

**Senior Data Analyst, Infosys Ltd., India Mar 2020 – May 2022**

* Led big data/analytics projects for a European bank, acquiring data from multiple sources, performing statistical analysis (regression, forecasting), and delivering insights that improved customer retention by 20%
* Identified trends in customer behavior using advanced analytics tools (Python, R) and presented actionable insights to executive leadership, reducing decision-making time by 50%
* Collaborated with cross-functional teams (including marketing, finance, and operations) to provide a holistic view of the data, enabling the bank to optimize customer acquisition strategies
* Designed and implemented interactive dashboards using Tableau and Power BI, visualizing KPIs and trends for stakeholders, improving reporting efficiency by 30 hours per month
* Conducted data quality checks and validation procedures, reducing data anomalies by 15%, and enhanced overall data reliability
* Reduced data processing time by 10 hours per week by collaborating with data engineers to optimize data pipelines

**Data Analyst, Infosys Ltd., India Mar 2019 – Feb 2020**

* Analyzed large datasets for a manufacturing client transitioning from Mainframes to SAP and the cloud, identifying key trends and operational improvements that increased efficiency by 15%
* Applied statistical methods (hypothesis testing, regression analysis) to provide actionable insights that improved marketing strategies and led to a 10% improvement in marketing conversion rates
* Designed 30+ data visualizations using Tableau and Excel to track performance metrics, improving report clarity by 35% and empowering stakeholders to make informed decisions
* Executed A/B testing and segmentation analysis to assess marketing campaign effectiveness, providing actionable insights for strategic decisions during the SAP implementation
* Participated in Agile ceremonies, such as sprint planning and retrospectives, enhancing team productivity by 15% and ensuring timely delivery of migration milestones

**Data Analyst Intern, Shiva Texyarn Ltd., India Jul 2018 – Feb 2019**

* Conducted data mining and cleansing using SQL and Excel, and automated reporting with VBA for a technical textile company specializing in military uniforms, improving data accuracy by 12% and reducing manual reporting time by 5+ hours

**Skills**

**• Programming Languages:** Python, R, SQL, VBA
**• Data Analysis:** Pandas, NumPy, Scikit-Learn, TensorFlow, NLTK **• Statistical Analysis:** Regression, Forecasting, Hypothesis Testing, A/B Testing **• Big Data Analytics:** Hadoop, Spark, Hive **• Data Visualization:** Tableau, Power BI, Matplotlib, Excel **• Database Management:** MySQL, PostgreSQL **• Cloud Platforms:** AWS, Azure
**• Machine Learning:** Predictive Modeling, Clustering, Natural Language Processing **• Business Intelligence:** KPI Dashboards, Data Mapping, Data Quality Assessments **• Industry Knowledge:** Financial Services, Marketing Analytics, Manufacturing, Cloud Migration (Mainframes to SAP)
**• Tools & Methodologies:** Git, Agile, Jira, UML (Use Case, Sequence Diagrams) **• Additional Skills:** Data Governance, Process Optimization, Data Mining, GDPR/CCPA Compliance

**Education**

**Master of Science in Information Systems Sep 2022 – May 2024**

*Northeastern University Boston, MA, USA*

**Relevant Coursework:** Data Science Engineering Methods, Data Management and Database Design, Advance Business Process, Data Structures and Algorithms, Application Engineering and Development

**Bachelor of Engineering, Computer Science Engineering Aug 2014 – Jun 2018**

*Dr. A.P.J. Abdul Kalam Technical University, Ghaziabad, India*