

Deepti Bahel

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EXPERIENCE

Senior BI Engineer - Google

June 2022 – Present

- **Collaborate with 5 cross-functional teams and external vendors to develop Operational Metrics Dashboard in tableau** which helps in measuring the performance of the workforce. Identified the key metrics for productivity measurement. Streamlined the data collection process by automating the sql scripts and data pipelines and identifying the gaps in data. Managed the resource planning and allocation in post covid era.
- Improved the workforce productivity and quality. by 10%
- **Automated the Monthly Utilization Report by writing complex sql queries** to measure the utilization, spend and headcount for different business units. The process involves working with the external vendors and vendor managers for collecting the data at monthly level. Cleaning the data using sql and google sheets and performing complex calculations. Re-engineering the process improved the engineering productivity by 20%.
- Develop dashboards in Looker to report key learning metrics to senior management. Refractor the existing data pipeline codes to reduce the query execution time by 30%. Deprecate old and redundant tables in Google BigQuery. Create training material and documentation for Cookbook on Looker Views and Google BigQuery datasets.
- Tech Stack: Tableau, Google Cloud Platform (GCP), BigQuery, PLX, SQL ETL, Google Sheets, Looker.

Senior Data Analyst - Wayfair

October 2021 – May 2022

- Collaborate with the Transportation team of Wayfair to develop and design KPI's and metrics for measuring the performance of different carriers.
- Conducted statistical analysis and tests to measure the carrier performance, with 75% improvement in model accuracy.
- **Designed and developed Carrier Performance tracking Dashboard** using Tableau to measure the performance of different carriers. Consolidate data from different sources and present the findings of analysis to the Senior management team to drive the inventory management process. This led to a 5% decrease in transportation cost.
- . Migrated complex SQL queries from SQL Server to Google BigQuery and built a dashboard using Tableau.

Senior Business Analyst - Google

July 2021 – October 2021

- Collaborate with the Supply Chain team of Google to build internal tools and processes, providing better proactive detection and reactive support of data issues.
- Collect, clean and manipulate data from 6+ different sources using Google BigQuery, optimize SQL queries for ad-hoc analysis.
- Consolidate data from different sources and present the findings of analysis to the Senior management team to drive the inventory management process. This led to overall improvement of 5% in the inventory management workflow.

Senior Data Quality Analyst - First Tech Federal Credit Union

May 2020 to June 2021

- Work with data engineers and program managers of First Federal Credit Union to understand the customer needs and concerns regarding Oracle database migration to Snowflake.
- Successfully conducted quality checks on 100+ objects.
- Created source to target mapping dashboard in Tableau to streamline the data mapping process.
- Performed Exploratory Data Analytics (EDA) on customer financial data using Snowflake.
- Automate and optimize the data quality check process by creating alteryx workflows, reducing the manual time by 70%.
- Create business stories in Jira to report various data quality issues.
- Created a comprehensive documentation and checklist focussing on the Data Governance around different loan products and mortgages to streamline the database testing process.
- Mentored and managed teammates by conducting training sessions on Zoom and creating training material.

BI Engineer - Google

April 2019 to Jan 2020

- Collaborates with the engineering team and program managers of Google to build internal tools and processes, providing better proactive detection and reactive support of data issues.
- Led version control of dashboards and data pipelines by reviewing codes of other team members.
- Collect, clean and manipulate data from 6+ different sources using SQL, optimize SQL queries for ad-hoc analysis and present insights to senior management.
- Developed SLA tracker dashboard using Tableau to measure the efficiency of the team, reducing 6-7 hours of manual work on a weekly basis.
- Migrated 10+ dashboards from Google Data Studio to more interactive Tableau dashboards. This involved adding

filters, parameters and calculations in the tableau.

Consultant - American Honda

July 2017 to March 2019

- Collaborated with vendors, administrators and owners of third-party databases to establish data mapping plans and methods, enabling the sharing of data.
- Design, develop and enhance dashboards by writing or editing SAS, SQL queries, stored procedures or functions, reducing automobile defect rate for American Honda.
- Modernized old windows applications (SQL Server 2004, SAS 9.2, Windows 2004) to latest platform (SQL Server 2012, SAS 9.4, Windows 2012) by creating inventory of existing code structure, automating the process to compare production and test codes in QA process, and ensuring smooth functioning of UI apps and data integrity at end of migration.
- Created roadmap for migration of windows applications (SQL Server 2004, sas 9.2, Windows 2004).

Senior Data Analyst - Fidelity Investments

March 2016 to May 2016

- Developed an innovative model for ETL using Python to update, consolidate, manipulate and report loan application data in SQL and automate emails, reducing processing time by 95%.

Sr. Data Analyst - Accenture

Mar 2014 to Mar 2016

- Mentored and coached 6 teammates on SQL and VBA and improved the manual process of creating deliverables, saving 98% time originally spent and redirected focus to quality of analysis and recommendations.
- Created interactive dashboards using tableau for PayPal to analyze customer data and identify optimal website navigation paths to enhance customer experience and reduce customer drop-offs by 6%. This project involved designing and running A/B testing experiments on variant and control groups.
- Create tableau based dashboards for the sales team of a leading fmcg company to track revenue. This project involves collecting data from salesforce, cleaning and consolidating the data and presenting the dashboard to the client. As a result, revenue increased by 3% annually.
- Honored with "Client Appreciation" awards for initiating value creation by proactively identifying process improvements and driving change for Philippines based Telecom company (Globe Telecom).

Data Analyst - HSBC

June 2012 to Feb 2014

- Collaborated with HR Business Partners to understand different KPIs and metrics.
- Designed and developed dashboards for human capital - performance management metrics using Tableau, shortening review cycle by 50%.
- Utilized SAS, Tableau, Excel and VBA for data intelligence and analytics.

Marketing Analyst - Nielsen

Sep 2011 to April 2012

- Analyzed marketing campaign data using clustering and customer segmentation for a leading pharma company resulting in Improving the customer lifetime value score by 8%.

SKILLS & INTERESTS

- Programming Languages: Python, R, SQL, SAS, Google BigQuery, VBA, Alteryx, Google Cloud Platform, Jupyter Notebook, PySpark
- DataModelling and Orchestration Tools: DBT, Airflow
- Libraries: Numpy, Pandas, Matplotlib, Seaborn
- Data Visualization Tool: Tableau, Google Data Studio, Looker, Power Query
- Microsoft Office: MS Excel, MS Powerpoint, MS Word
- Project Management, Snowflake, Jira, Agile, Data Profiling, Data Mapping, Snowsql
- Methodologies: Linear & Logistic Regression, Clustering, Decision Trees, Random Forest, SVM, Customer Segmentation, Churn Rate, PCA, Market Basket Analysis

EDUCATION

- MS in Business Analytics and Information Management, Purdue University June 2016 to May 2017
- B.E in Instrumentation and Control Engineering, Delhi University August 2007 to September 2011