**Professional Summary**

* Collaborative &team oriented senior business intelligence analyst with 10+ years of experience.
* Direct experience in working with sales, marketing, research & executive teams to drive revenue for clients by providing data insights & dashboard solutions to track key performance indicators.
* A consumer centric leader with strong management & communication skills, recognized for empowering teams to provide exceptional services to clients.
* Critical thinker who can solve complex problems by analyzing key market trends, extracting & converting data into informative insights to drive business results.

**Skill Set:**

|  |  |
| --- | --- |
| Domains/Technologies | Google Analytics, Adobe Analytics, Tableau, Power BI, QlikView&Qlik Sense Analytics, Looker Studio, Paid Media Analytics, iTunes & Play Store Analytics, Social Media Analytics, Google AdWords, Google Search Console, Visio, Coveo, Segment |
| Database | Snowflake, SQL, MS Access |
| Server Technologies | Microsoft SQL Server, Snowflake, Azure Blob Storage, Google Big Query, SSRS |
| Reporting Tools  | Looker/Data Studio,Firebase, Tableau Desktop,Power BI Desktop, ComScore, Global Data, Shareablee, Facebook Analytics &Ads, Bing Ads, Looker, Smartsheets, Quantum Metrics, Segment |

**PROFESSIONAL EXPERIENCE**

**CBRE GROUP, INC. – NEW YORK, NY**

**Digital Marketing/Data Analytics Consultant** Oct 2022–Present

* Led digital marketing initiatives for various teams, including implementation of digital marketing platforms, web analytics tools, and landing page optimization strategies.
* Analyzed data from multiple sources, such as Google Analytics, Salesforce, Coveo and Segment to measure the performance of online marketing campaigns.
* Created and presented monthly reports and dashboards that showed the progression of key performance indicators (KPIs), such as traffic, conversions, revenue, and customer retention.
* Identified and utilized digital assets that demonstrated a strong traffic impact and a significant retention of users, increasing customer base by 122%.
* Lead and developed complex reporting, dashboards, charts and custom data points for multiple levels of management – from application leads to executives. Translated complex and evolving data into point-in-time insights.
* Developed and maintained Power BI dashboards and reports to provide actionable insights for various business units and clients.
* Developed reports and dashboards using Power BI and wrote effective DAX formulas and expressions.
* Used various sources to pull data into Power BI such as flat files, Snowflake, Big Query and GA4.
* Maintained, and continually improved digital analytics systems via Google Analytics, Google Data Studio (Looker), Power BI Google, Tag Managerand other digital analytics technologies.
* Worked on Snowflake views, stored procedures and tasks to automate the dashboard process.
* Utilized Data Studio to create interactive and user-friendly visualizations of complex data sets and metrics.
* Leveraged advanced SQL skills to query, manipulate, and analyze large volumes of data from multiple sources.
* Collaborated with senior management and stakeholders to understand business requirements and translate them into data-driven solutions.
* Implemented best practices and standards for data quality, security, and performance.
* Mentored and trained Digital Marketing teams on Power BI, Google Analytics 4 and Looker/Data Studio tools and techniques.

**VERIZON – BASKIN RIDGE, NJ**

**Business Operations Consultant** Oct 2020–Oct 2022

* Partnered with Finance, HR, and Supply Chain leaders, as a fast-paced and dynamic solution provider by weaving together data from multiple sources, developed and reported timely resource plans and trending changes to inform management decision-making on a monthly and quarterly basis.
* Supported monthly operational and financial tracking, reporting, analysis, and modeling of third-party and internal resource utilization and outlooks.
* Analyzed KPI performance reporting via dashboards, collaboration sites, and presentations. Also supported the sizing of business opportunities and identify potential efficiencies and flexibility in resourcing.
* Supported and worked cross-functionally with various other teams (Accounting, Financial Planning, Forecasting/Budgeting, Marketing, Sales, and Ops) by developing and maintaining performance reporting, measurement tools and key performance indicators.
* Collected and analyzed raw data utilizing various sources and related DBA skills to deliver executive-level qualitative and/or quantitative reports.
* Assisted department manager to manage the portfolio of KPI and Key Metric reports and maintained/ran the processes that feed those reports.
* Ensured the timely distribution of reports, worked to automate processes where possible, and utilized troubleshooting skills to identify and rectify issues and anomalies.
* Conducted ad-hoc analysis, data gathering/mining and other special projects as necessary.
* Lead and developed complex reporting, dashboards, charts and custom data points for multiple levels of management – from application leads to executives. Translated complex and evolving data into point-in-time insights.
* Engaged with governance teams for data collection, verification, and analysis.
* Monitored work performance by assessing quality of the analysis and escalating potential delays in a timely manner.
* Tools: Google Suite, Excel, Clarity, Atlassian products (Jira, Confluence), Looker, Google App Script, Smartsheets

**ELEMENT TECHNOLOGIES – PISCATAWAY, NJ**

**Business Intelligence/Data Analyst** Nov 2019–Oct 2020

* Build, maintained and debugged 20+ complex Tableau dashboards with advanced functions to provide insightful analysis, identify growth opportunities, and maximize profits.
* Involved in creating dashboards and reports using calculation, parameters as needed using Tableau Desktop and Tableau Server.
* Created incremental refreshes for data sources
* Created ad-hoc reports and interactive dashboards for users in Tableau by connecting various data sources; Used excel sheet, flat files, CSV files to generated Tableau ad-hoc reports.
* Generated Tableau dashboards for sales with forecast, reference lines and combination charts for clear understanding.
* Built, published customized interactive reports and dashboards; Created action filters, parameters, and calculated sets for preparing dashboards and worksheets in Tableau.
* Involved in regular data Analysis tasks, successfully analyzed, and implemented process accordingly. Data analysis performed using FREQ, MEANS, SUMMARY and basic statistical procedure using SAS.
* Worked extensively in sorting, merging, concatenating, and modifying SAS Data sets.
* Extensively used procedures including TRANSPOSE, TABULATE, SORT, etc. in Data transformation and Manipulation processes.
* Analyzed data using various statistical procedures like PROC SUMMARY, PROC MEANS, PROC FREQ, PROC UNIVARIATE, PROC REG, and PROC ANOVA.
* Created reports in the style format (RTF, PDF, Excel and HTML) using ODS statements.

**EVERYDAY HEALTH MEDIA, LLC – NEW YORK, NY**

**Senior Business Intelligence/Data Analyst** Sep 2015–Sep 2019

* Lead queries to provide data analysis &insights toassist sales teamresulting in contracts worth more than $20+ million for Everyday Health & What to Expect.
* Conducted deep dive analysis by analyzing poor performing/converting traffic sources and recommended improvement strategies to sales & marketing teams,identifying key growth drivers in traffic sources and ad campaigns, leading to a 15% increase in overall traffic.
* Designed, automated ad-hoc reports and interactive dashboards for users in Adobe Analytics, Google Analytics and Data Studio allowing executive management to interpret current and past performance trends, KPIs and user journeys including geographical & behavioral data.
* Built, maintained and debugged 15+ complex dashboards with advanced functions to provide insightful analysis and identify growth opportunities.
* Lead in development, roll-out, maintenance and automation of dashboards for executive reports, across the brands resulting in 50% reduction in processing time.
* Created visuals,graphs and seasonality models to represent complex data using new calculations, dimensions, metrics, filters and segments to provide new perspective.
* Created timely refreshes for multiple data sources, generated scheduled reports and provided access to users and teams.
* Generated forecasts, trend lines and combination charts for users to predict future outcomes.
* Provided daily, weekly, monthly key analytics reporting &supported quarterly earnings reporting by providing financial performance data to executive team.
* Held monthly and quarterly analysis review with executive team to highlight trends in user traffic & video consumption across both business units.
* Analyzed and reported weekly and monthly business performance against forecasted goals.
* Used Data Studio, BigQuery connector to access data from BigQuery tables within Data Studio using Custom SQL Query - Standard SQL.
* Advanced SQL / query language skills with large-scale, complex data sets. Analyzed large data sets, manipulated data, and made data driven recommendations.
* Used Supermetrics and Google Analytics add-ons in Google Sheets to extract the data from various sources and scheduled on regular intervals connecting to Data Studio.

**TIME WARNER CABLE – CHARLOTTE, NC**

**BI/SAS ETL Business Analyst** Mar 2015–Sep 2015

* Identified, evaluated and implemented business intelligence (BI) tools that support the current business needs as well as allowing for future growth and expansion.
* Executed SQL queries using SQL Server Management Studio for back-end data validation testing.
* Provided guidance and technical expertise to business power users who are responsible for developing reports and conducting ad-hoc data analysis.
* Coordinated activities with SAS technical Support team to open tickets for SAS related issues, escalate issue and close tickets.
* Developed customer profile data analytics reports using Adobe Analytics, Adobe Audience Manager
* Migrated existing self-service reports and ad-hoc reports to Power BI; Integrated custom visuals based on business requirements using Power BI Desktop
* Provided continued development and maintenance of bug fixes for the existing and new Power BI Reports; Imported data from SQL Server DB to Power BI to generate reports.
* Used Power BI, Power Pivot to develop data analysis prototype, and used Power View and Power Map to visualize reports.
* Published Power BI reports in the required originations and made Power BI dashboards available in web clients and mobile apps.

**PRAMUKH KRUPA REAL EST HOLDING CO. – BENSALEM, PA**

**Staff Analyst** Jun 2014–Feb 2015

* Maintained accounting records for clients of the office such as general journal records, cash accounts, bill payments and receipts, monthly account reconciliation using MS Office, MS Access Database (SQL).
* Documented process flows in MS Visio and MS Project and prepared technical reports by collecting, analyzing, and summarizing information and trends.
* Analyzed information and options by developing spreadsheet reports; verifying information and support the maintaining Multi Business Accounting data in MS Access SQL Database and Reporting using SAS software and MS Office suite.

**GDB INTERNATIONAL, INC. – NEW BRUNSWICK, NJ**

**Management/Staff Accountant** Apr 2014–Feb 2015

* Worked with other managers to plan and direct the work of the company and work in different departments to gain perspective, including customer services, purchasing, and personnel departments.
* Used Company’s reports to analyze sales, gross profit and inventory activity; identify trends and recommend proactive or remedial action to manage business situations.
* Reported market activity to management by monitoring and analyzing competitive price.

**INTERSOFT TECHNOLOGIES INTERNATIONAL – EDISON, NJ**

**Accounting and Finance Analyst** Apr 2011–Mar 2012

* Maintained general ledger and subsidiary ledger accounts, including posting and preparing opening, adjusting, and closing journal entries.
* Prepared financial statements including income statement, balance sheet, and statement of cash flows, maintained accounts payable, accounts receivable, and payroll accounts.
* Maintained employee files and payroll records; held responsibility for administrative tasks such as production of forms and maintaining billing schedules.

**CERTIFICATIONS & TRAINING**

* Google Analytics Certified Professional
* LinkedIn Certifications: Tableau, Power BI, Looker, SQL, Data Science and Data Analytics
* SAS Certified Base Programmer for SAS 9
* Quantum Metrics
* SQL Training: Learnt SQL to run queries, retrieve data from multiple tables, generate business reports, output reports for major databases. Understood how relational databases work.

**Education:**

* **Master of Business Administration in Management**: 2014

Montclair State University, Montclair, NJ

* **Bachelor of Science in Accounting**: 2011

Rutgers University – Rutgers Business School, Newark, NJ