

# Akshay Zadokar

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## Summary

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Results-driven Data Analyst actively seeking a core data analysis role to further enhance my skills and contribute to data-driven decision-making. Proficient in SQL, T-SQL, Power BI, data modeling, and dashboard creation. Skilled at leveraging data insights to optimize performance and deliver actionable business outcomes. Passionate about working with large datasets, ensuring data accuracy, and collaborating with cross-functional teams to achieve organizational goals.

## WORK EXPERIENCE

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### Technical Support Executive (Data Analyst Focus)

February 2022 - Present

Cybage Software Pvt. LTD | Pune, India

- Analyzed large sets of campaign data across multiple DSPs (DV360, TTD, TikTok) using SQL and Excel, including advanced functions such as Pivot Tables, VLOOKUPS, and Macros.
- Developed Power BI dashboards for real-time campaign monitoring and analysis.
- Optimized campaign performance through SQL queries, Excel analysis, and detailed reports.
- Managed Power BI workspaces and ensured accurate data visualization and report functionality.
- Collaborated with teams to design data models and refine campaign strategies.
- Conducted A/B testing and provided insights to enhance advertiser ROI and KPIs using data from Excel and SQL.

### Ad operation specialist

April 2020 - January 2022

Acceline Digital Pvt.Ltd | Pune, India

- Provided clients with detailed weekly reports, end-of-campaign reports, site-served reporting, and screenshots, ensuring transparency and data accuracy.
- Leveraged advanced Excel functions (Pivot Tables, VLOOKUPS) for data-driven reporting and in-depth analysis, enabling informed decision-making.
- Delivered actionable insights through reporting, helping optimize campaign performance and improve key metrics.
- Monitored media spend and delivery, ensuring campaigns met impression and budget targets.
- Provided clients with detailed weekly reports, campaign end reports, site-served reporting, and screenshots, ensuring transparency and data accuracy.
- Utilized advanced Excel functions for data-driven reporting and analysis, enabling informed decision-making and campaign improvements.

## SKILLS

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SQL | T-SQL | Stored Procedures | Views | Power BI Desktop | Power BI Service | DAX Queries | Data Modeling | Report Generation | Dashboard Creation | Advanced Excel (Pivot Tables, VLOOKUP, Macros) | Google Analytics | ETL Processes | (Extract, Transform, Load) Python (Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn) | Data Manipulation | Data Wrangling | Statistical Analysis | Power BI Gateway | AWS (S3, Redshift, EC2, Lambda)

## EDUCATION

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**MBA, Marketing**

**2021**

ASM IPS, Pune University (SPPU) Pune, India

**BBA, Marketing**

**2019**

Dr. DY Patil Institute, Pimpri Pune University (SPPU) Pune, India