Ankita Patil

SENIOR ANALYST

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PROFESSIONAL SUMMARY

Senior Data Analyst with over 3.5 years of cumulative experience, including 2.10 years in campaign analysis. Skilled in SQL Development, PL/SQL, building scalable dashboards using Power BI, crafting data-driven insights, and optimizing business strategies through robust SQL and data modeling. Led a team of 10+, showcasing strong leadership, project management, and mentoring abilities in a fast-paced, collaborative environment. Proven track record of leveraging data to support business goals, enhance decision-making, and contribute to organizational growth within the campaign domain

SKILLS-

- Advanced SQL Development
- Stored Procedures, Triggers
- Integrated Campaign Execution
- RDBMS
- SQL Server, Oracle,Teradata
- Power BI, Advanced Excel
- Jupyter Notebook
- Client management

- Performance Tuning, Optimization
- Report Preparation
- Python- Panda, NumPy Lib
- Budget Planning
- Performance monitoring
- Teradata, JSON, GIT
- Data Manipulation,Data Processing, Data Analysis

PROFESSIONAL EXPERIENCE-

1.eClerx Services Ltd   March 2022 - Present
Senior Analyst

- **Client - PayPal(Campaign Domain - Operations Data Analysis)**
- Developed and created marketing campaign populations (data) for various marketing initiatives to Consumers, merchants and Prospects using Teradata, Python,GCP,BigQuery, JSON, Picasso, etc.
- Developed complex campaign models for forecasting and budgeting purposes.
- Led various campaigns that involves segmentation of Customer's Life Cycle stages, file generation and records transfer for multiple marketing channels like Email, Onsite, and Incentive.
- Consulted Clients for multi-channel and multi-marketing programs like Legal team, Marketing team across regions like North America, Latin America, Asia Pacific countries, Growth Market countries, European Union.
- Resolved problems through root cause analysis to reduce downtime and provided user support across diverse CLVs.
- Designed and implemented 50+ Power BI dashboards, improving executive decision-making across departments.

- Collaborated with stakeholders to identify business needs and data sources
- Managed multiple projects across diverse business units and led a team of associates while building Ad Hoc and Trigger campaigns
- Extracted data from files/databases, and applied business logic to load them into the staging database
- Conducted financial and market research, providing actionable insights that led to a 15% increase in profitability.
- Presented findings to senior management, fostering data-driven decision-making.
- Provided technical support to junior analysts regarding data analysis techniques and methods.
- Partnered with product teams to translate business objectives into technical requirements for scalable analytics solutions.
- Led a code check-in team of 15-17 members that involved assigning code check-in slots as per the availability, debugging, training new resources maintaining flawless support to the operations team

2.PIPRAN INFOTECH PVT. LTD.   April 2021- March2022
Data Analyst Intern

- Managed large databases and utilized professional statistical techniques to gather, analyze, and interpret data from customers and partners.
- Identified and communicated data discrepancies, generated in-depth weekly reports, and actively engaged in team meetings with managers.
- Contributed to the creation and execution of new quantitative models to enhance business stability and optimize efficiency.
- Collaborated effectively with team members and fulfilled additional responsibilities as delegated by supervisors.
- Built out the data and reporting infrastructure from the ground up using Power BI and SQL to provide real-time insights into the product, marketing funnels, and business KPIs.
- Identified procedural areas of improvement through customer data, using SQL to help improve the profitability of a nationwide retention program by 8% .
- Partnered directly with the executive team as the rst data hire to formulate and report on KPIs across their web properties that received 22M visitors annually using SQL and Google Sheets
- Recognized as Intern of the Month for exceptional performance.

EDUCATION-
P.V.P.I.T., SANGLI, 2012 TO 2016