

Sonali Pasayat

Senior Analyst

Get in touch!

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Summary

Experienced and results-driven Senior Data Analyst with a proven track record of leveraging data-driven insights to drive business growth and improve operational efficiency. Seeking an opportunity to contribute analytical expertise and strategic insights to a dynamic organization.

Work Experience

Senior Analyst - Delivery

Factspan Analytics | Dec 2022 - Present

- Conduct data analysis to identify trends, patterns, and insights that drive key business decisions.
- Collaborate with cross-functional teams to gather and analyze business requirements, ensuring data solutions align with organizational goals.
- Design and maintain data visualizations and dashboards using tools such as Tableau to communicate insights effectively.
- Develop and maintain SQL queries for data extraction and manipulation.
- Automate reporting
- Acknowledging and providing data driven solution for the ad hoc queries raised by stakeholders.

Product marketing Analyst

Evince Development | August 2019 - December 2022

- Conducted exploratory data analysis to identify key trends and patterns, providing valuable insights to support strategic decision-making.
- Conducted website performance analysis
- Campaign performance analysis
- Collaborated with stakeholders to define data requirements, ensuring alignment with business objectives.
- Contributed suggestions that improves the product quality.

Projects

Trial product (cyber security based products) performance Analysis

Constructed a query for extracting essential columns from diverse tables and crafted a comprehensive, automated dashboard using Power BI highlighting crucial KPIs and trends. Additionally, delivered data-driven solutions to address trial product-related questions raised periodically by stakeholders.

Computation of Product lifetime revenue

Computed each product's lifetime revenue for next 6 years based on historical data using mathematical approach.

Marketing Attribution issue analysis

Attribution is a technique of assigning credit/importance to each of the channel-funnel combination in the conversion path. My role in this project was to track if the attribution is working as expected, I was also responsible to report and troubleshoot issues whenever the attribution model shows some anomalies.

Key Skills

- Data Analysis
- Report building
- Report automation
- SQL (sub queries, Stored procedures, query building, CTE, enhancement)
- Data Visualization (Tableau, Power BI)
- Excel (vlookup, hlookup and advance excel functions)
- Python (Pandas, NumPy, matplotlib, xlsxwriter)
- Web Analytics (Google Analytics, adobe, Analytics)

Certification and Achievements

- Data Analyst certification from upgrad
- Cloud digital Leader (GCP) - currently persuing

Academic History

Bachelor of Technology

Gandhi Institute of Engineering And Technology
2016-2020

Secondary Education

Guru Nanak Public School