

# Sonali Pasayat

## Senior Analyst

---

Get in touch!

**Mobile:**  
8249267005

**Email:**  
sonalipasayat9@gmail.com

**LinkedIn:**  
<http://linkedin.com/in/sonali-pasayat-71b05a153>

## 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 Achievments

- 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