

Palak Joshi

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DATA ANALYST | BUSINESS INTELLIGENCE ANALYST

Python | Tableau | Power BI | Looker | Advanced Excel | SQL | DAX | Power Query

Career Objective

Data Analyst seeking an opportunity to apply skills in data visualization, reporting, and business intelligence to contribute to organizational success. Detail-oriented with over a decade of experience in laboratory analysis and quality assurance, transitioning into data analytics. I am passionate about utilizing data-driven insights to optimize processes and improve operational efficiency.

Professional Experience

- Results-driven Data Analyst with over 3 years of experience, specializing in SQL, Python, and R, delivering actionable insights and optimizing business processes through advanced data analysis techniques
- Developed and maintained interactive data models and visualizations in Power BI, Tableau, and Excel, leveraging DAX to perform complex data analysis and reporting that have increased operational efficiency
- Proficient in data wrangling and transformation, expertly handling missing values, normalizing data, merging datasets, improving data accuracy
- Skilled in SQL development, constructing complex queries, optimizing database performance, and managing ETL processes with tools like SSIS to support robust data analysis
- Proficient in Python libraries Pandas, NumPy, matplotlib, and SciPy, streamlining data processing workflows and reducing analysis time
- Solid foundation in mathematics and statistics, utilizing probability theory, hypothesis testing, and inferential statistics to support data-driven decision-making
- Expert in data cleaning and transformation using Power Query and SQL, ensuring high data quality and consistency, leading to more reliable business insights
- Understanding data engineering concepts, including data warehousing, database design, ETL pipelines, data architecture, and cloud data management, enhancing data infrastructure and scalability
- Exposure to cloud technologies like AWS and Azure, utilizing their services for data storage, processing, and analysis to improve system efficiency and scalability
- Experienced in Agile project management using Jira, ensuring timely delivery of data analysis projects and continuously updating skills in data analysis, engineering, and cloud solutions
- Comprehensive soft skills, including critical thinking, problem-solving, effective communication, collaboration, teamwork, adaptability, and storytelling with data, enabling the translation of complex data into understandable insights for stakeholders and influencing strategic decisions

Technical Skills

- **Data Analysis & Visualization:** Tableau, Power Query, Power BI, Looker, SSRS, Colibra
- **Database Management:** SQL, Oracle Databases, SQL Server Management Studio (SSMS), Snowflake, SSIS
- **Programming & Scripting:** Python, VBA Scripting, Macros, DAX, M-language
- **CRM & Data Integration:** CRM, ETL, Microsoft Dynamics
- **Data Tools & Software:** Advanced Excel, Pivot Tables, VLOOKUP, MS Office 365, Visio, Jira
- **Cloud Technologies:** Azure, AWS

Education

- Certificate in Data science, University of Toronto & University of Waterloo, Canada, May 2022
- Postsecondary Computer Science Certificate, Humber College, Canada, Aug 2018
- Diploma in Environmental Technology, Durham College, Oshawa, Canada, April 2011
- Bachelor of Science (B.Sc.) in Microbiology, Gujarat University, India, April 1993

Certifications

- Google Data Analytics Certification, July 2024
- PL-300 Microsoft Power BI Data Analyst Associate Certification, July 2024
- TDS-C01 - Tableau Desktop Specialist Certification, May 2024

Work Experience

Data & BI Analyst, Bell Canada - Jun 2022 – Apr 2025

- Built the data and reporting infrastructure for the campaigns management team from the ground up using Tableau, providing real-time insights into campaigns, marketing funnels, and business KPIs
- Collaborated with diverse teams to communicate effectively through compelling presentations using PowerPoint, enhancing cross-functional understanding and strategy alignment
- Designed and implemented robust SQL queries and database schemas to support complex data aggregation and integration, enhancing data accessibility and manipulation across multiple platforms
- Conducted thorough data analysis of customer behavior and market trends, identifying growth opportunities and improving customer acquisition and retention strategies
- Performed Exploratory Data Analysis (EDA) to identify patterns, correlations, and anomalies in telecommunications data, providing a foundation for further statistical analysis and predictive modeling
- Integrated data from various sources such as CRM systems, marketing platforms, and network databases to create a unified view of customer interactions and service performance
- Designed and maintained ETL (Extract, Transform, Load) processes to ensure seamless data flow and integrity across the data warehouse and reporting systems
- Developed and monitored key performance indicators (KPIs) specific to the telecommunications industry, such as average revenue per user (ARPU) and customer lifetime value (CLV), to guide strategic planning

Data Quality Analyst, Klick Health, Canada- Oct 2021 – Apr 2022

- Developed automated ad-hoc reporting using Python, resulting in a 20% decrease in billable time
- Applied expertise in marketing mix modeling to shape 2022 media strategies, leading to enhanced predictive metrics and informed decision-making
- Led monthly reporting, presenting key findings and actionable insights to clients, resulting in improved client decision-making and increased satisfaction with tailored strategic recommendations
- Designed automated dashboards on Tableau and Looker, achieving 10-15% client savings.
- Utilized SQL and Snowflake to create company-wide reusable scripts, reducing billable time
- Worked closely with Business Analysts, Data Modelers, and all teams within the organization to understand business processes
- Created views in SSAS and used them in Power BI reports for building various reports, generating context filters, and handling large volumes of data

QA Lab Analyst, TWI Foods, Canada - May 2013 – Dec 2015

Lab Analyst, CIBA Vision, Canada - June 2011 – Apr 2013

Medical Lab Analyst, Bhagat Laboratory, India - Dec 2001 – Apr 2008