ASHMITA THAPA

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**Professional Summary**

Data-driven professional with **7+ years of hands-on experience in business and data analysis,** driving decision-making and operational efficiency through actionable insights. Adept at leveraging advanced analytics, predictive modelling, and business intelligence to solve complex problems and optimize business performance.

* Proficient in **SQL Server**, with expertise in complex SQL queries, stored procedures, views, indexes, and constraints.
* Strong understanding of relational databases, including **Teradata, Oracle, AWS Redshift, Snowflake, Microsoft SQL Server, MySQL, and PostgreSQL.**
* Experienced in SQL query optimization and performance tuning for high-efficiency database operations.
* Extensive experience with **Power BI and Tableau**, creating interactive dashboards, KPI reports, and ad-hoc analytics to present data insights clearly and effectively.
* Strong proficiency in **DAX (Data Analysis Expressions) and Power Query (M Language)** for advanced data modeling and calculations in **Power BI**.
* Skilled in **Tableau dashboard development**, including **LOD expressions, calculated fields, parameters, and custom visualizations** for user-friendly reporting.
* Experience in **Excel (Pivot Tables, Power Pivot, VBA, Macros)** for data analysis, automation, and reporting.
* Skilled in designing engaging charts, graphs, and visual reports to present complex data clearly.
* Proven expertise in **ETL development**, data pipelines, and reporting solutions using **SSIS, SSRS, and Azure DevOps (ADO).**
* Expertise in building scalable data pipelines using **dbt and Apache Airflow**, automating workflows and optimizing data processing efficiency.
* Migrated legacy data systems to modern cloud platforms, improving scalability, reliability, accessibility while minimizing downtime.
* Extensive experience working with cloud platforms **like AWS (S3, RDS, DynamoDB, Redshift), Microsoft Azure (Data Factory, Databricks, Synapse Analytics), and Google Cloud (BigQuery, Dataflow**).
* Hands-on experience with big data technologies such **as Hadoop, Apache Spark, PySpark, and Spark SQL** for large-scale data processing.
* Skilled in **Python for data wrangling, statistical analysis, and visualization, using pandas, NumPy, Matplotlib, Seaborn, and Plotly.**
* Experience working with **Jupyter Notebooks** for **exploratory data analysis (EDA)** and **machine learning (ML) workflows**.
* Background in statistical modeling and predictive analytics using **R and SAS.**
* Experience in writing **business requirement documents (BRD), functional specifications, user stories, and acceptance criteria** for Agile teams.
* Experienced in creating **UML diagrams** (Use Case, Activity, Sequence, State) and business process flowcharts using **MS Visio.**
* Knowledgeable in machine learning and AI- driven analytics.
* Strong understanding of **data governance best practices, security standards, and compliance policies**.
* Proven ability to **present data insights and reports to executives, business stakeholders, and technical teams**, translating complex analytics into clear business recommendations.
* Passionate about automating reporting, optimizing data workflows, and implementing innovative data strategies to enhance efficiency and drive data driven decision making.
* Strong understanding of Agile methodologies and cross-functional collaboration, effectively translating business requirements into technical solutions while working with stakeholders, engineers, and leadership teams using **JIRA and Azure DevOps**.

**Technical Skills**

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| * **Databases & SQL:** SQL Server, PostgreSQL, Snowflake, Oracle, MySQL, Teradata * **BI & Visualizations:** Power BI, Tableau, SSRS, Palantir Foundry, Looker, MS Excel * **ETL & Data Pipelines:** SSIS, Databricks, dbt, Airflow * **Programming and Data Processing:** SQL, Python (pandas, NumPy, Scikit-learn), R, SAS | * **Cloud & Big Data**: Azure, AWS, Google Cloud Platform, Hadoop, Apache Spark, PySpark, Spark SQL * **Data Analysis & Quality**: Statistical Analysis, Data Modeling, Data Governance, Data Quality * **Project & Productivity Tools:** Jira, Microsoft Excel, Salesforce, SharePoint |

* Programming Languages: Python, SQL, and R
* Analytics Tools: Excel, Power BI, Power Query, Tableau
* Data Analysis and Management: Statistical Analysis, Data Modeling, Data Visualization, Data Quality, Data Cleansing
* Other Tools: Microsoft Office Suite, Microsoft Project, SharePoint, Google Analytics, Salesforce, Amplitude
* Databases: SQL Server, MySQL
* Data Compliance: HIPAA Regulations, Data Governance and Privacy Standards

**WORK EXPERIENCE**

Business Data Analyst

KeyBank

 Jan 2024 - Present  Columbus, OH

* Work closely with project managers, SMEs, and cross-functional teams to map out business workflows, identify bottlenecks, and implement process optimizations that enhance efficiency and compliance with banking regulations.
* Bridge the gap between business teams and data engineering, ensuring that KPIs and business objectives are clearly defined, measured, and integrated into reporting systems for real-time tracking.
* Gather and document **business requirements** through **user stories and use cases**, translating them into **structured technical documentation** for development teams, ensuring clear alignment between business needs and system capabilities.
* Designed and optimized structured SQL databases, managed schemas, tables, and user permissions to enhance query efficiency, data security, and seamless data access
* Utilized **SQL** to extract and analyze **large-scale financial data**, uncovering insights that improved **credit risk assessments** and **portfolio management strategies**.
* Refactored **complex SQL queries**, reducing data retrieval time by 40%, ensuring that business leaders and risk teams received real-time, accurate insights to drive decision-making.
* Developed **data mapping frameworks**, ensuring a smooth integration of on-premises and cloud-based financial systems, reducing data inconsistencies by 30%.
* Leveraged **ETL pipelines** (SQL, Python) to clean, transform, and structure raw financial data, enabling automated data mapping across systems, ensuring data integrity and consistency.
* Designed scalable **ETL workflows in Azure Data Factory**, automating data ingestion and transformation from on-premises sources to Snowflake, ensuring high data integrity and compliance.
* Automated financial data reporting workflows using **Python & SQL**, reducing manual processing time by 50% and increasing efficiency in regulatory reporting.
* Engaged with Product Managers and SMEs to define functional & non-functional requirements for Bonds, Equity, and Mutual Funds analytics, enabling real-time risk exposure assessments for investment teams.
* Developed financial models to assess portfolio risks, identifying market trends that influenced trading and investment strategies, reducing financial exposure by 10%.
* Led **credit risk analysis initiatives**, leveraging historical data & predictive modeling to identify high-risk borrowers, enabling smarter loan approval processes and reducing default rates.
* Conducted deep-dive portfolio analysis, identifying high-risk segments, and recommending proactive loss prevention measures, reducing loan default rates by 8%.
* Built **Power BI dashboards** to track loan approval rates, risk scores, and portfolio performance, giving executives real-time insights for better lending and investment decisions.
* Utilized **Palantir Foundry** to integrate, analyze, and visualize complex financial datasets, improving data accessibility across risk, compliance, and lending departments. Enabled real-time decision-making, reducing data retrieval time by 40%.
* Led data governance initiatives to **ensure regulatory compliance with GDPR**, implementing access controls and encryption policies for sensitive financial datasets.
* Generated executive-level reports and dashboards, delivering data-driven insights on risk, credit trends, and financial performance. Provided leadership with real-time KPIs, enabling proactive decision-making in lending, investment, and compliance initiatives.

**Environment**: SQL Databases, Power BI, SSIS, Python( Pandas, NumPy, Matplotlib), Azure, Palantir, Microsoft Teams, Visual Studio, Jupiter Notebook

## Data Analyst

## Wal-Mart

 Aug 2022 – Dec 2023  Bentonville, AR

* Designed and maintained **SQL-based datasets, tables, and views**, optimizing **data storage and retrieval** for faster query execution.
* Built **centralized data marts**, streamlining departmental reporting and enhancing real-time access to sales, inventory, and customer data, reducing report generation time by 50%.
* Implemented CI/CD pipelines in Azure DevOps to streamline version control for SQL queries, Power BI reports, and ETL processes, reducing deployment time by 35%.
* Developed and maintained **ETL processes** to automate **data ingestion and transformation**, ensuring clean and structured datasets for reporting.
* Implemented Azure Data Factory workflows for automated ETL execution, enhancing data ingestion efficiency across Snowflake and on-prem systems.
* Led data integration projects with **Snowflake and Azure**, ensuring seamless migration from legacy systems to modern cloud environments while improving data accuracy.
* Created sales performance reports & inventory tracking dashboards, leveraging market trends & competitor insights to optimize pricing strategies and product offerings.
* Developed **interactive Power BI and Tableau dashboards** with real-time visualizations, enabling stakeholders to easily interpret trends in sales, customer engagement, and inventory turnover, leading to faster data-driven decisions.
* Built **advanced data visualizations** (heatmaps, dual-axis charts, time-series plots) to highlight key trends in sales, customer behavior, and inventory forecasts, ensuring clear and actionable insights for stakeholders.
* Utilized customer segmentation models to analyze shopping patterns, optimizing product placement and pricing, which led to a 12% increase in sales conversion rates.
* Analyzed delivery performance metrics, identifying inefficiencies that reduced late shipments by 18%.
* Implemented **machine learning algorithms** to optimize pricing & demand forecasting, leading to a 15% increase in sales performance.
* Applied **sentiment analysis (**NLP) to extract customer insights from product reviews, helping marketing teams refine customer engagement strategies and improve satisfaction by 30%.
* Managed data integration projects using **Palantir Foundry**, consolidating retail, logistics, and customer data for seamless business intelligence and predictive modeling.
* Used **Palantir Foundry** to perform advanced analytics, integrating multiple retail and logistics datasets, identifying key trends that enhanced inventory optimization and operational efficiency.
* Developed **customer segmentation strategies** using **Palantir Foundry**, integrating CRM and transaction logs, enabling targeted marketing campaigns that improved customer engagement by 30%.
* Managed large-scale data projects, integrating **Snowflake** with both on-premises systems and cloud environments like Azure.
* Optimized Snowflake warehouse configurations, reducing cloud storage costs by 20% while improving query performance for large-scale retail datasets.
* Spearheaded data migration projects, transitioning legacy databases to **Snowflake & Azure**, improving data accuracy and retrieval speeds while minimizing system downtime.
* Implemented data validation frameworks in Snowflake using DBT, ensuring clean, structured, and high-quality data for analytics teams, improving data accuracy by 30%.
* Contributed to projects in **Agile environments**, from planning sprints and managing JIRA boards to keeping our backlog organized and aligned with team priorities.
* Led data governance initiatives, enforcing compliance policies (GDPR), improving data accuracy, security, and regulatory adherence across all business units.
* Worked cross-functionally with engineering, product, and marketing teams, aligning analytics initiatives with business goals, ensuring data-driven decision-making.

**Environment:** SQL, Tableau, Power Query, Power BI, SSRS, Python (Scikit-learn, NLP, Matplotlib), Jupyter Notebook, CRM, GCP, Agile, Jira, Git, Palantir, Azure DevOps, Snowflake

## Operations Data Analyst

## Patientory, Inc.

 Feb 2021 – July 2022  Atlanta, GA

* Managed and organized **BigQuery** datasets, ensuring seamless data access and enabling teams to run faster, more reliable analyses.
* Analyzed user behavior and app performance trends, uncovering insights that enhanced website speed **by** 25% and increased customer engagement by 30% through targeted feature improvements.
* Built custom reports that monitored app performance in real time, helping teams prioritize feature rollouts and refine strategies using market research and competitor insights.
* Designed **dynamic Looker dashboards**, giving teams a clear, real-time view of user retention and support response trends, leading to proactive improvements.
* Worked closely with product teams, using A/B testing and user feedback data to refine features, ensuring successful launches and higher adoption rates.
* Drove **customer segmentation & behavioral analysis**, optimizing marketing efforts.
* Leveraged **Hootsuite Analytics** to monitor social media performance across multiple platforms, generating customized reports that optimized content strategies, resulting in a 20% increase in engagement and 15% growth in followers.
* Partnered with marketing teams to analyze digital campaign performance, adjusting targeting and messaging to maximize reach and engagement.
* Used **Google Analytics** to track **website traffic & user behavior**, uncovering insights that **increased conversion rates** and improved site UX.
* Delivered **Amplitude dashboard** insights, influencing data-driven product & marketing strategies to boost user retention.
* Conducted **funnel analysis** using Amplitude & Google Analytics, identifying user drop-off points and optimizing conversion paths, leading to a 15% increase in sign-ups.
* Led data governance initiatives, improving accuracy, security, and compliance, ensuring all data met industry & company standards.
* Worked across **product, marketing & IT teams** to refine **data workflows**, ensuring **HIPAA compliance** and improving data-driven decision-making.
* Implemented data visualization best practices to create clear and impactful visual representations of complex data sets, facilitating better understanding among non-technical stakeholders.
* Implemented access control policies and HIPAA-compliant data handling practices, ensuring regulatory compliance in data workflows.
* Created & delivered operational reports, providing leadership with data-driven insights to optimize performance & efficiency.
* Mentored & led a team of interns, guiding them on best practices in data analysis & management, contributing to successful project execution.

**Environment:** BigQuery, Google Colab, Looker, Google Analytics, Slack, Google Ads, Facebook Ads, Amplitude, Hootsuite Analytics, Google Docs, Google Sheets, Google Slides, Google Cloud Platform, Csv, Figma

## Data Analyst Associate

## Verizon Wireless

 June 2018 - Jan 2021  Atlanta, GA

* Extracted and analyzed large-scale customer and network performance data using advanced **SQL queries,** generating actionable insights that improved service quality and operational efficiency.
* Implemented automated data cleansing and transformation using **SQL & Excel** macros, improving data accuracy by 35% and ensuring reliable analytics for business operations.
* Led **data migration projects**, transitioning **Teradata databases to PostgreSQL on AWS**, improving query performance and reducing data storage costs.
* Utilized **AWS Cloud & Redshift** to store, process, and analyze large-scale telecom datasets, ensuring high-speed query performance and secure data management.
* Developed **interactive Tableau dashboards**, visualizing network reliability, customer churn, and service performance, enabling real-time decision-making for executives and operations teams.
* Built **real-time Power BI reports**, analyzing customer engagement, service usage trends, and product performance, driving data-driven marketing and customer experience strategies.
* Developed real-time dashboards tracking key telecom KPIs (network latency, signal strength, call drop rates), enabling proactive issue resolution and reducing downtime by 20%.
* Performed **customer segmentation analysis**, identifying behavioral trends that optimized customer support strategies and improved retention rates.
* Developed customer analytics & network performance models using **Spark SQL and** Databricks, streamlining real-time network analysis and customer retention insights.
* Designed **ETL workflows in Snowflake & Apache Airflow**, automating customer transaction data processing and network performance analytics, improving data availability for predictive modeling and fraud detection.
* Applied **NLP techniques** to analyze customer service interactions and call center transcripts, improving customer support efficiency and service satisfaction.
* Implemented **data governance best practices**, ensuring **data integrity, compliance, and accuracy** across all business intelligence reports and analytics dashboards.
* Worked closely with network operations, marketing, and customer experience teams to align data analytics initiatives with business objectives, optimizing customer satisfaction and retention strategies.
* Collaborated with marketing & customer experience teams to optimize digital engagement strategies, increasing customer interactions by 25%.
* Worked with network engineering teams to analyze signal performance data, identifying infrastructure gaps and improving service coverage in underperforming areas.
* Automated data refresh cycles and analytics dashboards, ensuring real-time availability of key performance metrics for stakeholders.

**Environment:** MySQL, Snowflake, Excel (VLOOKUP, HLOOKUP, PivotTables, Macros), Microsoft PowerPoint, Microsoft Access, Agile/Scrum, Power BI, Python, PostgreSQL, AWS Cloud and Redshift, Git, Windows, Jira

## Junior Data Analyst

## Verra Mobility

 August 2017 – May 2018  Jacksonville, FL

* Executed data cleaning and validation workflows **in Excel & Google Sheets**, improving database accuracy and reliability for analysis.
* Analyzed large-scale road safety and toll operation datasets using **SQL & Excel**, identifying key trends that improved decision-making processes for senior management.
* Utilized **advanced Excel functions (VLOOKUP, PivotTables, Power Query)** to organize and analyze large datasets, improving data accessibility and accuracy for analysis teams.
* Performed analysis on toll system data, supporting business development initiatives and improving customer service processes.
* Standardized **data entry and processing workflows**, reducing **manual errors by 20%** and significantly **improving operational accuracy**.
* Structured unprocessed toll and traffic data into standardized formats, improving data accessibility and usability for analysis teams.
* Optimized data collection processes, leading to a 25% improvement in efficiency and ensuring higher-quality data inputs for analysis.
* Developed KPI tracking dashboards, ensuring data-driven performance monitoring and helping teams identify operational improvements.
* Developed automated data processing workflows in **Excel (Macros) and Google Sheets Scripts**, reducing manual effort by 30% and increasing productivity.
* Designed **interactive data visualizations using Excel, Google Data Studio, and PowerPoint**, enabling **stakeholders to explore key insights and make informed decisions**.
* Developed **KPI tracking dashboards**, ensuring **data-driven performance monitoring and helping teams identify operational improvements**.
* Developed **comprehensive project reports** in **MS Word & Google Docs**, ensuring **clear communication of findings and actionable recommendations** for stakeholders.
* Engaged in **team meetings and project planning sessions**, ensuring data-driven decision-making aligned with company objectives.
* Worked with **IT and data teams** to troubleshoot **data integrity issues**, enhancing **data handling processes and improving overall system reliability**.
* Collaborated with **cross-functional teams**, providing **real-time data insights** that influenced **strategic planning, operational efficiency, and business growth**.
* Worked with finance and operations teams, leveraging data insights to optimize toll pricing models and reduce manual processing inefficiencies by 25%.

**Environment**: MS Excel, MS Word, Google Sheets, MS PowerPoint, Google Slides, VLOOKUP, PivotTables, Macros, Google Data Studio, SQL, Microsoft Teams

**Education**

Master of Science in Analytics: Data Science and Analytics

Georgia State University, J. Mack Robinson College of Business - Atlanta, GA

Bachelor of Interdisciplinary Studies: Health Informatics

Georgia State University, Byrdine F. Lewis School of Nursing and Health Profession - Atlanta, GA