Isha Panjwani
Vancouver, BC • ishapanjwani5@gmail.com • LinkedIn • GitHub • Portfolio

EXPERIENCE

Data Analyst | PureEggs Enterprise   DEC 2023 –AUG 2024
Remote, Canada

- Conducted comprehensive data analysis on product performance and user behaviour using SQL and Python, leading to actionable insights that enhance product features.
- Collected, integrated, and analyzed complex data from various sources to uncover trends and insights. Provided actionable recommendations that enhanced marketing strategies and initiatives.
- Designed and implemented predictive models to forecast product demand, increasing forecast accuracy by 30% and optimizing inventory management.
- Assisted in conducting market research to identify emerging opportunities and monitor industry trends. Provided insights that supported the development of competitive marketing strategies.
- Generated customized ad-hoc reports to address specific business questions and support decision-making processes, enabling quick responses to emerging trends and operational needs.
- Coordinated with product management and engineering teams to integrate new data sources and enhance product analytics, supporting the launch of new features and improvements.

Data Analyst | Lotlinx, Inc.   DEC 2022 – AUG 2023
Vancouver, BC, Canada

- Developed and maintained regular reports and dashboards on key marketing metrics. Effectively communicated findings and insights to cross-functional teams and management to support data-driven decision-making.
- Identified and corrected a flaw in the compensation calculation formula, achieving 99% accuracy for market managers and regional directors. Utilized advanced Excel formulas and SQL to ensure precise financial metrics.
- Measured and analyzed the success of marketing campaigns across multiple channels and customer segments. Provided detailed reports on campaign performance, leading to informed adjustments and improvements.
- Automated the data flow from Salesforce to Google Sheets using Google Apps Script, reducing manual entry by 90% and cutting report time by 40%, delivering daily PDF reports to senior management.
- Led analysis of company campaign performance against market benchmarks, acquiring 5 new quarterly projects and offering actionable recommendations based on data strategy.
- Coordinated the implementation of new sales commissions plan, contributing to forecasting and financial planning.

Data Analyst Intern | Data Glacier   JUL 2022 - SEPT 2022
Remote, Canada

- Led data preparation, cleaning, and optimization for banking client, resulting in a 36% increase in sales through precise data analysis.
- Communicated intricate findings to cross-functional teams, optimizing meaningful insights for banking products.
- Deployed market share dashboard for inventory management and decision-making, enhancing insights for 10+ branches.
- Created interactive cohort analysis report in Tableau Server, managing databases for data collection and analysis.

Data Collection Specialist and Analyst | Vemun Business Solutions   MAY 2020 - APR 2021
Ahmedabad, India

- Extracted and analyzed 2 million records from e-commerce backend database with precision, focusing on data validation and modeling.
- Implemented data optimization strategies, improving data retrieval speed by 40% and enhancing data integrity.
- Ensured data accuracy and consistency by managing data cleansing activities. Maintained high data quality standards to support reliable analysis and reporting.
- Led implementation of data visualization dashboards, providing actionable insights into business outcomes and key metrics.

PROJECTS

- **G2M Cab Investment Firm:** (*Technologies: Jupyter Notebook - Python, Excel)* -- Utilized data consolidation techniques to provide investors with market share and profit analysis, demonstrating profit percentages for business proposals using Matplotlib and Seaborn.
- **Cyclitic – Capstone Project:** *(Technologies: R Programming, Excel)* -- Presenting market trend insights, recommending solutions for broadening client base and addressing commercial issues for a bike-share company.
- **Canada Rental Market Report:** *(Technologies: Excel, SQL, Power BI)* -- Extract, cleaned, analyzed rental market trends post-pandemic, designing an interactive Power BI dashboard showcasing insights on average vacancy rate and rent, and documented key findings.
- **COVID-19 Pandemic Data Analysis:** (*Technologies: Excel, SQL, Tableau)* -- Analyzing COVID-19 crisis data, including vaccination updates, and designed an interactive Tableau dashboard highlighting insights on countries, continents with high death rates, and vaccine percentages by population globally.

TECHNICAL SKILLS

- **Databases**: BigQuery, MySQL, Microsoft SQL Server Management Studio, SQLite
- **Programming languages:** Python (Pandas, NumPy, SciPy), SQL (CTEs, Views, Window Functions), R Programming
- **Data Visualization Tools:** Power BI, Tableau, Matplotlib, Plotly, Seaborn, ggplot2, Looker
- **Cloud:** AWS S3, BigQuery, GCP, Google Analytics 4, Salesforce
- **Tools:** Excel/Google Sheets (INDEX, Pivot Tables, VLOOKUP, MATCH, ARRAYFORMULA), Power Query
- **Data Analysis:** Statistical Analysis, Quantitative Analysis, Forecasting, Predictive Analytics, Optimizing Algorithm

EDUCATION

- **POST-GRAD CERTIFICATE IN INFORMATION MANAGEMENT, ALGOMA UNIVERSITY**   **Ontario, Canada**

- **BACHELOR OF ENGINEERING IN COMPUTER ENGINEERING, GUJARAT TECHNOLOGICAL UNIVERSITY**   **Ahmedabad, India**