# ABHI SUNIT DESAI

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## RELEVANT EXPERIENCE

**LAWN DOCTOR, INC. | Holmdel, New Jersey**　　　　　　　　　　　　**November 2019- March 2020**
**Business Intelligence Data Analyst | Alteryx, DOMO, Tableau, MySQL, ETL, Advanced Excel, DCM**
- Conducted **brainstorming sessions** with communication & media planners, creative assets, buyers & other partner agencies
- Facilitated **bi-weekly meetings** with **cross-functional teams** to understand Franchise requests, plan process inadequacies & explore workable solutions, increasing sales growth for franchises by **18%**
- Manipulated data from different sources using **Alteryx & DOMO** to analyze business across multiple marketing channels
- Built workflows in **Alteryx (ETL Data pipeline) & DOMO (Magic ETL, MySQL & Redshift)** to create flat tables for media & marketing communication channels, reducing report generation time by **30%**
- Developed **automated**, **interactive** & **dynamic** dashboards in **Tableau & DOMO** with **Personalized Data Permission,** to track **KPIs**, analyze campaigns & business performance for National & Regional Franchises
- Utilized **JIRA** workflow for dashboard **bug tracking** & **Confluence** to help team collaborate & share knowledge efficiently
- Participated in daily **Standup meetings** & bi-weekly **Sprint planning** to complete allotted tasks in a given time frame

**SONALI ENERGEES Pvt. Ltd. |Surat, INDIA**　　　　　　　　　　　　**September 2016- July 2017**
**Product Data Analyst | Advanced Excel, Tableau, MS SQL Server, Google Analytics, SSIS, SSRS**
- Collaborated with senior board & stakeholders to gather **business requirements** & developed **hypothesis** for product growth
- Utilized **ETL** methodology to integrate **multiple sources** of data using **SQL Server Integration Services (SSIS)**
- Partner with cross-functional teams to manage inventory & sales by executing basic & complex **MS SQL** queries
- Performed **ad hoc analysis** in **Excel** (**VLOOKUP**, **Index/Match**, **Pivot tables**) to improve accountability & performance
- Generated **KPIs** & identified process inefficiencies through **Gap analysis** to increase sales growth by **12%**
- Created periodic sales reports & documented actionable insights from data using **SQL Server Reporting Services (SSRS)**
- Designed bi-weekly **Tableau dashboards** & prepared **user stories** to uncover key understandings & deliver trend patterns

## ADDITIONAL PROJECTS

**Predictive Analysis of Survival on Titanic Disaster | Alteryx**　　　　　　**September 2019- November 2019**
- Performed **data preprocessing** & **data wrangling** for dataset involving **2,200 passengers** & **10 variables** using **Alteryx**
- Used **Naïve Bayes Classifier** & **Feature engineering** to conduct predictive analytics on the survival of the Titanic passengers

**Predictive Analysis of English Premiere League for 2017-18 | R, Tableau**　　　**February 2019- April 2019**
- Analyzed the dataset to check the relationship between **17 categories** holding **462 players**
- Performed **exploratory analysis, leveraged machine learning algorithm** & developed **visualization** using **R & Tableau**
- Built **Logistic regression** model with **92%** accuracy to predict whether a player will be newly signed or not for a club

**San Francisco Crime Rate Analysis | Alteryx, Tableau**　　　　　　　　　**September 2018- November 2018**
- Integrated data from **4** sources containing **174,900 cases & 9 variables**, modified & transformed datasets using **Alteryx**
- Implemented **descriptive analysis & designed interactive Tableau dashboards** to visualize relationship & uncover trends

**Analysis of Black Friday Sales | R**　　　　　　　　　　　　　　　　　**February 2018- April 2018**
- Manipulated dataset comprising **12 variables** to identify purchase behavior of customers using **dplyr chaining method** in **R**
- Conducted **statistical analysis & data visualization** to interpret outcomes into actionable insights, increasing purchase by **20%**

## TECHNICAL SKILLS

**Scripting Languages:** SQL, R (dplyr, ggplot), HTML, Python (NumPy, Pandas, Matplotlib, Seaborn, Plotly & Cufflinks)
**Database Modelling:** MySQL, MS SQL Server, MS Access, MS Visio
**Analytics & Data Visualization:** Alteryx, Advanced Excel, Solver, Tool Pak, Tableau, Power BI, DOMO, Crystal Reports
**Tools & Methodologies:** SDLC, Agile-Scrum, MS SharePoint, GIS, A/B Tests

## CERTIFICATIONS

**LinkedIn Learning Certifications:** SQL Server (T-SQL, SSIS, SSRS, SSAS, DW), Tableau, Power BI, Python, Crystal Reports

## EDUCATION

**MS in Information, Pace University, New York |GPA: 3.7**　　　　　　　　　　　　**May 2019**
**BE in Computer Science, RKDF University, India |GPA: 3.5**　　　　　　　　　　　**August 2016**