**Swapna Malluvalasa**

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**Career Highlights**

* Improved CSAT score for Zion’s bank browse experience on by 12.5%
* Worked on Customer Personalization, improving user browser experience by 17% in Q1 2018 in CME group.
* Created data visualization reports for analyzing the launch outcomes of the product.
* Formidable experience in SQL and data analysis.
* Worked on End to End on a customer journey (/UI, A/B testing, UX, Reporting & Tracking product KPISs)

**Professional Experience**

***Digital Product analyst,* CME Group, Chicago, IL** 01/2017 – Present

* Gather business requirements and test all data requirements to support accurate tagging implementation both for web analytics and marketing programs
* Participate in defining roadmap projects
* Participated in Scrum events – Backlog grooming, Program Planning, Scrum of Scrums, Reviews & Retrospectives.
* Analyze and document the impact of site changes, events and other key drivers of website performance.
* Participate in the design, set up, and evaluation of A/B and multivariate testing.
* Hands on -expertise working with large data set for analysis on trends developing strategic using data visualization & SQLs.
* Track, report, and analyze website performance, customer trends and visitor behavior.
* Experience in web analytics platform tools like Adobe Analytics/ Omniture/ Site Catalyst and Google Analytics
* Strong understanding of Adobe Analytics tags and Google Analytics tags technical implementation
* Experience in reporting tools like Ad-hoc/ discover Analytics workspace, Report builder, Cognos and Power BI.
* Analyzed data using Clickstream data/ raw data analysis and data warehouse
* Debugger – Charles Omnibug Firebug and Adobe Pulse Debugger
* Strong ability to analyze large data sets and present it in a clear and simple manner
* Ability to understand the business context and apply analytical concepts to provide business solutions
* Strong MS Excel skill and an average expertise in Macros
* Good expertise in Adobe Target
* Basics of Google Ad words and Adobe Audience Manager

***Digital Product analyst,* Zion’s Bank, Salt Lake City, Utah** 04/2014 –12/2016

* Improved CSAT score for search and browse experience on by 2.5% in Q1 2015.
* Support PMs with data analysis to help inform business decisions (impact analysis, root cause analysis, cost/benefit analysis)
* Used JIRA for organizing and aligning the business goals.
* Drove end to end solutions with Front end, backend engineers and UI UX designers.
* Validate the product and API features needed by our customers
* Create SQL queries and dashboards to monitor experiments
* Create daily, weekly, monthly, yearly Digital dashboards to help monitor performance for all key indicators.
* Work on segmentation and site analysis and provide business context to deliver actionable recommendations, beyond basic reporting
* Follow process adherence and data standards to maintain accurate tracking.
* Analyze web visitor performance, with heavy emphasis on website flow-through and customer journeys.
* Partner with Digital Marketing on real time optimizations as well as own weekly and monthly scorecards
* Create the website performance dashboards for reporting to Web, UX and Digital Leadership team.
* Create and maintain complex SQL queries to extract data efficiently from relational databases
* Meet with business unit management to identify the department's data requirements and reporting needs
* Create and schedule reports with Power BI
* Worked on large volume of data to identify trends and recommend improvements accordingly
* Understand key business metrics to measure business performance

**Data Analyst,** **Delta Airlines, Atlanta, GA** 2013 – 2014

* Interpret data from primary and secondary sources using statistical techniques and provide ongoing reports.
* Compile and validate data; reinforce and maintain compliance with corporate standards.
* Develop and initiate more efficient data collection procedures.
* Working with managing leadership to prioritize business and information requirements.
* Extracted, compiled and tracked data, and analyzed data to generate reports.
* Worked with other team members to complete special projects and achieve project deadlines.
* Developed optimized data collection and qualifying procedures.
* Leveraged analytical tools to develop efficient system operations.

**Data Analyst, Grainger** **Chicago, IL** 2012 – 2013

* Performed daily data queries and prepared reports on daily, weekly, monthly, and quarterly basis.
* Used advanced Excel functions to generate spreadsheets and pivot tables.
* Strong communication skills and extensive experience of interacting with different stakeholders
* Analysis and problem solving skills with the ability to collaborate effectively with technology leaders
* Strong SQL experience and skills
* Understanding of and database design and basic performing tuning - Excellent analytical skills
* Proven experience in creating effective business requirement documents and communicating them to the appropriate parties
* Strong problem solving and data manipulation skills with the ability to use SQL and Microsoft Excel and/or other tools to analyze large amounts data.

**Data Analyst**, **TD Bank, Greenville, SC** 2011 – 2012

* A strategic, creative thinker with strong analytical and problem-solving skills.
* Strong analytical skills with ability to collect, organize, analyze significant amounts of information and massive datasets (expertise in SQL)
* Displays influential interpersonal skills with internal and external contacts
* Effectively communicate what efficiency, productivity, and process improvement opportunities can be achieved from the results of their analysis,
* Experience developing functional designs in data integration platform supporting internal data warehouses and interfacing cross functional systems

**Skills**

* *Programming:* SQL | HTML|CSS
* *Methodology*: Agile (Scrum) | SAFe | Waterfall | DevOps
* *Reporting Tools* Cognos |Power BI | Tableau

**Education / Certifications**

M.S., North Western University CA, USA. 2007– 2008

B.Tech., JNTU, India 2002-2006

Microsoft SQL certified 