Mahesh Gujar

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**Professional Summary**

Certified Tableau Developer with over 7+ years of successful experience in BI Reporting, Data Analysis, SQL, Odin Text Analytics, Marketing Operations, Process Specialist, Google Analytics, Adobe Analytics and Digital Marketing Campaigns.

Tableau desktop 2020.x user with hands-on experience in tableau workbook development and analysis. Known for building standard reports and process improvements along with insights which helped business to grow by 12-15%.

**Achievements**

* Developed dashboards in tableau and published it to servers able to view and analyze to teams. Also created 100+ workbooks to fetch and analyze the data, as necessary.
* Known for managing multiple product reports/scorecards which are delivered to client with highest standards and quality along with business insights.
* Created reports (Weekly and Monthly) that actively tracks the company's revenue pacing per client and identified many opportunities that optimized and increased the revenue, also successfully secured an additional monthly revenue budget (20-30%) in many cases where client pacing is hot
* Achievements include improving sales, profit, and service metrics through hands-on and proactive leadership of team members and strategic plans.

Skills

**Technical –** Tableau (Workbooks, Dashboards, Parameters, Filters, Data Sources, Calculated Fields, Sets, Chats, Tableau Server), **SQL** (Joins, Sub Queries, Functions), **Advanced MS Excel** (Lookup and Reference Functions, Conditional Formatting, Pivot Tables, Pivot Charts, Data Sorting and Filtering)

**Functional –** Analytics and Business Intelligence, Business Analysis, Market Research, Data Analysis, Training to end users on Reporting/Analysis

Professional Experience – Current

**Company – Nuance India Pvt Ltd** **Role - Insights and Analytics Consultant** June 2018 – Till Date (2.6+ Year)

Key Responsibilities:

* Develop and maintain Tableau dashboards to facilitate self-service analytics for various departments within the Organization.
* Contribute to the design, development, and maintenance of ongoing metrics, reports, analyses, Tableau dashboards, etc.
* Retrieve and analyze data using Tableau, SQL, Excel, and other analytics tools.
* Supports in analyzing data to measure initiatives against KPIs on a set time cadence inclusive of baseline, trending, and future projections. Partner with various teams to obtain reports on a monthly/quarterly basis.
* Diminished process gaps and encouraged optimal productivity
* Mapped process activities to identify shortfalls and propose options to rectify operational inefficiencies.
* Led cross-functional teams to analyze and understand enterprise-wide operational impacts and opportunities of technology changes.
* Mapped current business and operational processes and recommended areas for improvement.

Professional Experience – Past

**Company - Quinstreet Role – Senior Reporting Analyst Nov 2014 – April 2018 (3.6 Years)**

Key Responsibilities:

* Created and managed daily, weekly, and monthly reports specifically to measure and monitor the digital marketing campaigns progress in terms of client’s revenue pacing and alert the business in cases of unforeseen spikes, dips, trend changes
* Identified potential opportunities for business revenue optimization and report automation using various tools and methods
* Addressed and handled internal data requests by leveraging SQL, Tableau, and other available tools
* Developed workbooks in **Tableau** to report and analyze more insightful data for company’s revenue optimization and growth
* Analyzed bunch of data across the board to gain greater insight for the forecasting/projections, product revenue reporting
* Launched **digital marketing campaign** setups (PPL, Click, WT) for clients as per their requirements
* Accessed and analyzed significant amount of data to identify trends and/or patterns which lead to specific insights about digital marketing campaigns from **DB**
* Owned number of individual projects and processes, including lead analysis, digital marketing campaign set up and compliance streamlining

Professional Experience – Past

**Company - eClerx Services Ltd. Pune Aug 2013 – Nov 2014 (1 Year and 3 Months)**

**Key Responsibilities: Role – Reporting Analyst**

* Synthesized current business intelligence data to produce reports, highlighting findings and recommending changes.
* Acquiring data from different sources and integrate them to bring meaningful information.
* Closely monitor the quality of data collected from different sources to ensure that the content is original manufacturer data, this is done by integration, sampling, profiling the content, and comparing it to the content being displayed on other online locations.
* Created and followed a standard process for naming standards, rules specification, to maintain data quality.
* We followed the standard process to maintain Data Quality, Cleansing, Enrichment, Standardization, Profiling, Sampling, Validation, and Visualization.

Education

**Bachelor of Computer Engineering, 2013** *University of Pune (PCCOE) – 67.53%*

[**HSC**] - Maharashtra Board - 62.00 %

[**SSC**] - Maharashtra Board - 62.66 %

Personal Profile

**Date of Birth**: Oct 21, 1990

**Gender**: Male

**Marital Status**: Married

**Permanent Address:** Renuka Apartment D Block, Flat No- 14 Dalvinagar Chinchwad Pune- 411033

**LinkedIn Profile:** <https://in.linkedin.com/in/mahesh-gujar-2092193b>

**Tableau Public Profile:** <https://public.tableau.com/profile/mahesh.gujar#!/>

**Tableau Badges:** <https://www.youracclaim.com/users/mahesh-gujar.f5107232>