Khushbu Chouhan
Analyst - Insights and Reporting

Intuitive and analytically minded self-starter skilled at working under pressure and adapting to new situations and challenges to best enhance the organizational brand and effectively utilize my skills.

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Indore, India

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WORK EXPERIENCE

Analyst-Insights & Reporting, Marketing Science
Annalect India (Omnicom Media Group)

02/2023 - Present   *Pune, India*

Achievements/Tasks

- Handled multiple work streams I.e. Campaign Dashboards and Web Analytics along with ad-hoc tasks using varied tech stack and engaged with stakeholders for requirements gathering.
- Conducted Data extraction, Processing, Visualization, Analysis & Monitoring using Excel, Python-SQLite, Tableau, Adobe Analytics and detailed articulation of complex technicalities like operational procedures.
- Automated process leveraging my creative skills by creating an optimized Adobe workspace visualisation which reduced the report generation and manual data processing time by 50%.
- Involved in health check monitoring, tracked marketing channels, webdata & MY/GTU Tags management and conducted thorough tag checking and analysis for the client's website.
- Recognized by the onshore team for my consistent efforts to deliver quality work maintaining integrity within deadlines for Campaign Dashboards and lauded as "Wall of the Campaign".

Project Engineer
Wipro Limited

11/2019 - 02/2023   *Pune, India*

Achievements/Tasks

- Data Preparation, Data Analysis, Reporting and Dashboarding using various tools and technologies like Tableau, SQL & Excel.
- Analysis, coding, testing, execution, error handling, test case documentation and other mainframe development tasks using JCL, COBOL, DB2 and TSO technologies.
- Awarded as *Inspiring Performance* along with *500 winner circle points* for my efforts to make the NTPA product-id project a success.

EDUCATION

Bachelor of Engineering in Computer Science and Engineering
Acropolis Technical Campus, RGTU

08/2015 - 06/2019   *Indore, India*

SKILLS

SQL · Excel · Tableau · Adobe Analytics · R · Python3 · Collaboration and Teamwork · Creativity · Detail-Oriented · Emotional Intelligence

PROJECTS

Mindstix - Case Study (09/2022 - 10/2022)
- Performed descriptive, diagnostic and prescriptive analysis on the customers data and extract meaningful insights that can derive decision making and strategy formulation for a new restaurant setup business.
- Tools: Tableau Public, MS-Excel, MS-word.
- Tasks: Data Analysis, Data Visualization & Report writing.

Cyclistic - Case Study (02/2022 - 03/2022)
- A capstone project as part of my Google Data Analytics Specialization in which I performed tasks of a junior data analyst.
- Tools: Rstudio, R(Packages - Tidyverse, lubridate, dplyr, ggplot2, ggmap, geosphere), Advanced Excel.
- Tasks: Data preparation, Data Processing, Data Analysis & Data Visualization.

VOLUNTEERING

Project StepOne (10/2020 - 11/2020)

Assisted patients to meet their medical needs being a covid-warrior and completed 84 tele-screenings to augment govt . resources to them through clinical-triage and consultation.

LANGUAGES

English
Full Professional Proficiency

Hindi
Native or Bilingual Proficiency

INTERESTS

Books · Music · Art · Astrology