Prabhdeep Kaur

prabhratoul@gmail.com
(510)-610-5320
Los Angeles

EDUCATION

University of California – Irvine

Bachelors in Business Economics and Math

Data Analytics/ Software Engineering Certified

SKILLS

Google AdWords

VBA Scripting

SQL

B2B Marketing

Looker

Salesforce

Web Development

Google Analytics

A/B Testing

Data Integration

Information Architecture (IA)

Tableau/Power BI

API Interactions

Social Media Mining

AI Design

ETL Processing

Strategy & Roadmap Creation

Machine Learning

Adobe Reporting & Analytics

Functional Prototyping

MySQL

PostgreSQL

Agile Software Develop.

Amazon Redshift

Jira

Predictive Analysis

LANGUAGES

- Punjabi
- Hindi
- Urdu
- Farsi

WORK

Senior Data Analyst – *Rebel Girls (Santa Monica) July 2019 - Nov 2019*

- Complied and validated sales data from six different international Shopify and Amazon stores to observe and improved pre order sales by 15 – 20% from previous launch. Provided KPIs and OKRs, analyzed marketing metrics and generated reports for potential products (i.e. Bedtime Story app) to the CEO
- Extracted data from Google Analytics/AdWords/Facebook and conducted SEM reports based on relevant metrics (e.g. Impressions, Click Through Rate, conversion Rate, and CPA) to support effective campaigns
- Upgraded the existing Revenue, Email Engagement, Sales and Marketing dashboards in Looker and the functionality of planning tools such Slack and Asana. Reduced data processing time by 95%
- Worked cross functionally with Marketing, Sales, Design and Product teams to gather company data to make full funnel and retention tracking to identify to customer value in potential subscription plan (2 years) at different price points.
- Extensively performed A/B tests on campaign and product launch emails to measure the success using various metrics from CTR, conversion rate, bounce rate, deliverability, revenue and open rate.
- Developed test cases and SQL test scripts to predict customer behavior, demographic and sales /web traffic based on detail data design, and detail functional design and ETL specifications
- Bi-Weekly reported ROI on ad campaign performance (i.e Back to School, Labor Day, etc) by looking at conversion and retargeting pixels through Google AdWords and Facebook

Data Analyst – *Kaiser Permanente (Burbank) Dec 2018 – June 2019*

- Lead architect for the design of all key web, search and mobile data tables and 60% newly created ETL pipelines in Oracle, Alteryx, Power BI, that will streamline reporting needs as well as perform index tuning to retrieve faster clickstream data correlated to repeat call rate
- Performed in-depth data analysis by writing complex SQL queries in HUE, Pig, Snowflake, Impala and MySQL to correlate authenticated KP.org web and app data with repeat rate to find trends and anomalies' in the chronic callers.
- Developed and enhanced several Statistical, Prescriptive, Relational Data Models and Hierarchical Databases to assist in long term planning of reducing 35% repeat call volume and approximately saving $14 million in cost for nationwide Kaiser Permanente Call Centers.
- Utilized quantitative data gathered to develop an understanding of chronic caller behavior, demographics, and appointment history that helped guide decisions of Kaiser Permanente, which has since raised $2M in seed funding.

Marketing Data Analyst – *20th Century Fox (Century City) June 2016 – Sep 2018*

- Led development, planning and execution of SEM programs – including PPC, PLAs & SEO to meet site traffic and increase rankings to meet revenue requirements for new movies (i.e. Deadpool 1, Kingsman, etc.) and domestic distributions.
- Extensively collected web data from other competitor channels (i.e. NBC, CBS and Disney) and made recommendations to improve Fox Home Entertainment revenue rates for Empire and MasterChef by 10 - 17% along with efficiency of existing offline marketing programs (i.e. billboards, signs, etc.) by 46%.
- Designed and created 50% new processes for Integration techniques like Data Extraction, Web Scraping, Transformation and Loading (ETL) pipelines from Data Source databases like MySQL, Informatica, Jupyter Notebook, VBS, flat files, CSV files into target platform using various transformations in Informatics Data Platform (Hadoop).
- Developed SQL scripts to test the mappings and Traceability Matrix of Business Requirements such as marketing, P&L and production budget mapped to Test Scripts to ensure any Change Control in requirements leads to test case update.
- Generated weekly and quarterly metrics to track marketing trends, revenue predictions, and statistical variances created in Looker and Tableau using features such as stories, functions and actions.
- Measured content performance across all digital channels including Record, Facebook, Twitter, Instagram, Snapchat, Periscope, YouTube, plus other potential channels (e.g., Pinterest, Tumblr) using social media software and channel insights on Captain Underpants and The Boss Baby.

Data Analyst – *Hortonworks (Los Angeles) May 2014 – June 2016*

- Developed T-SQL, OLAP, PL/SQL, Stored Procedures, Triggers, Functions, Packages, performance tuning and optimization for business logic implementation.
- Data Model Design and Documentation (Facts and Dimensions, Business Users & Security Permissions, Stars with Hierarchies, Business Model Names for Source Columns, Reports and Dashboard Layouts) in Looker