

# Nupur Kannoja

Data Analyst

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## SUMMARY

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Detail-oriented and analytical data analyst with 5+ years of experience in extracting, analyzing, and interpreting complex data sets to drive business decisions. Proficient in building analytical dashboards for business strategies utilizing Tableau, and Power BI and have experience working in Agile DevOps. Skilled in data analysis, data engineering, data warehousing, data modelling, data manipulation, data transformation, marketing and supply chain management analysis.

## SKILLS

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**Programming Languages** Python, R Programming, SQL, DAX

**Tools & Technologies** SQL Server, PyCharm, Spyder, SAP, Machine Learning, Jupyter notebook, R Studio, Pandas, NumPy, Statistics, PowerPoint, MS Excel, Project Portfolio Management (Clarity), SAP HANA, Oracle Cloud

**Data Visualizations** Tableau, ggplot2, Seaborn, Plotly, Matplotlib, Power BI

**Soft Skill** Time Management, Leadership, Oral and Written Communication, Analytical Skills, Quantitative Analysis, Strategic Thinking, Decision Making, presentation skill, story telling

## EXPERIENCE

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### Supply Chain Data Analyst

Oct 2022 - Present

PepsiCo

Cork, Ireland

- Gathered, integrated, and analyzed large datasets from the SAP HANA for real-time data processing and analytics.
- Demonstrated proficiency in ETL, data mining, cleansing, advanced excel and SQL to enhance business analysis.
- Collaborated with cross-functional teams to develop demand planning, inventory models, resulting in a 35% reduction in excess inventory and stockouts.
- Identifying opportunities to leverage SAP Master Data Management governed data sets to improve business decision making and End to End process effectiveness
- Developed and maintained supply chain dashboards and reports using tools such as Tableau and Power BI, providing real-time visibility into key performance indicators for stakeholders.
- Utilize statistical methods to identify trends, patterns, and correlations in large datasets.
- Knowledge of project management tool clarity and built an analytical dashboard on Power BI.
- Developed automated scripts in Python to streamline data extraction and transformation processes, reducing manual effort by 80%.

### Data Consultant

Nov 2021- Mar 2022

PepsiCo

Cork, Ireland

- Collaborated with stakeholders to understand business needs and translated them into data-driven solutions.
- Streamlined and standardized large datasets, enhancing data integrity and consistency, reduced data processing time by 40% and improved accuracy of reports by 15%.
- Developed and maintained supply chain churn KPI's by using analytical tool Power BI.
- Documented data cleaning procedures and maintained data dictionaries to ensure transparency and reproducibility in data cleaning workflows.
- Implemented data validation checks and automated data cleaning scripts to improve data quality and consistency.

### Data Analyst

Feb 2019- Sep 2020

Tata Consultancy Services (TCS)

Bengaluru, India

- Generated actionable recommendations based on deep-dive analysis of website performance data using Google Analytics and provided insights to optimize user experience & marketing strategies.
- Implemented data-driven strategies resulting in a substantial 23% reduction in cart abandonment, leveraging statistical analysis and customer behavior insights.
- Developed and maintained an interactive dashboard in Tableau/Power BI to track web traffic, such as traffic, bounce rate, conversion rate, user engagement, lifetime value (LTV), customer acquisition cost (CAC), and ROI.
- Collaborated with cross-functional teams to optimize digital advertising strategies based on performance metrics derived from dashboards, contributing to a 25% reduction in cost per acquisition.
- Utilized data-driven insights to collaborate with marketing and product teams in optimizing website performance, leading to a 40% increase in online sales and improved user engagement.

### Data Analyst

Dec 2016- Jan 2019

Ijona Services

Bengaluru, India

- Utilized Excel to conduct extensive data research, collection, cleaning and transform from diverse sources, ensuring accuracy and consistency through established procedures, resulting in a 20% increase in data quality.
- Utilized SQL queries to detect and resolve anomalies in large datasets, contributing to a 20% reduction in overall data errors within the company's database systems.

- Conducted a preliminary analysis of user behavior and campaign performance of customers, leading to the identification of cost-saving opportunities that resulted in a 15% reduction in operational expenses.
- Developed unstructured marketing campaign data and applied data mining techniques, resulting in 42 lakh annual savings and achieving 66.75% accuracy in level for over a year.

## EDUCATION

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**Masters in data science and Analytics**, Munster Technological University

Sep 2020- Aug 2022  
Cork, Ireland

## LEADERSHIP

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**Team Leader**, Ijona Services

**Career Ambassador**, MTU

## VOLUNTEERING

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### TY Program

Assisted and guided students, enhancing their learning experience and supporting their development.

### CSR Event

Planted trees at Down Syndrome Cork, contributing to the environment and community.

Engaged in a beach cleaning initiative, efforts contributed to restoring the shoreline.

## AWARDS

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### Star performer quarter award

Received star performer quarter award for consistently showing top performance and taking responsibility to learn new technology and knowledge transfer of the same.

### Smile award

Received multiple smile awards for automating the manual processes at PepsiCo and built useful insight through dashboards.