

Samantha Ruth

SR DATA ANALYST

Summary

Professional with more than 12+ years of Data Analytics experience. Worked extensively in Development Reports and maintenance projects of Power BI. I know SAS, R, Qlik Sense, Power BI and Basis SQL. Familiar with the Develop the Data Modeling in logistic regression, Market Basket Analysis, and Sentiment Analysis.

- Experience in preparing KPIs and Power BI Dashboard.
- Working as a senior team member in the Statistical Operations team for Retail Measurement Services at Deloitte with 7 years of hands-on experience in syndicated market research from the design of project, documentation, and execution.
- Quick learner and a good team player.
- Possess good analytical and problem-solving
- Actively involved in data extraction, data cleaning and setup/prepare workspace, update/modify SAS codes and performed calibrations and generated outputs.

Experience

Sr Data Analyst

Deloitte - New York, US Jun 2010 - Present

- Worked extensively in Development Reports and maintenance project of Power BI. I know SAS, R, Power BI and Basis SQL. Familiar with the Develop the Data Modeling in logistic regression, Market Basket Analysis and Sentiment Analysis.
- Handling BAU weekly/monthly production process for European Countries and perform trend ability checks n markets to check the trends of markets previous year by checking and analyzing sample stores count for different periods for the corresponding market. Finding data quality errors and sending the same to data audit people to correct errors.
- Created Power BI dashboard and have to provide insight from the dashboard.
- Actively involved in data extraction, data cleaning and setup/prepare workspace, update/modify SAS codes and performed calibrations and generated outputs.
- Communication of findings to the Project leaders and Business leaders, and raising issues to resolve, to ensure efficient closure of validation of simulation and universe update.
- Worked for Conversation Experience (Indore) for 8 Months as chatbot developer (kore.ai) and Mentor-ship for the team.

Sr Process Executive

Microsoft Corporation - Washington, US Jun 2007 - Jun 2010

Supporting BT Broadband Complaints. Solving all issues related to Broadband Assurance. Troubleshooting on customer broadband faults on call, Identify the reason why the broadband is not working and based on test analysis providing resolution to the customer.

Contact

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Skills

Base SAS	■ ■ ■ ■ ■ ■
R	■ ■ ■ ■ ■ ■ ■
Power BI	■ ■ ■ ■ ■ ■ ■
Microsoft Excel	■ ■ ■ ■ ■ ■ ■
SQL	■ ■ ■ ■ ■ ■ ■
Python	■ ■ ■ ■ ■ ■ ■
JavaScript	■ ■ ■ ■ ■ ■ ■

Languages

French	■ ■ ■ ■ ■ ■ ■
English	■ ■ ■ ■ ■ ■ ■
German	■ ■ ■ ■ ■ ■ ■
Spanish	■ ■ ■ ■ ■ ■ ■

Awards

Star Performer Award

Deloitte - New York, US

Won the star performer of the Month award in Deloitte.

Certification

Certification in Cloud Computing

Google

Amazon Web Services - Certification

Cloud Tech

Referral

Will be available upon request

Education

Master of Computers Science

Wright State University - Dayton, Ohio *Jun 2004 - Jun 2006*

Bachelor of Computer Science

University of California - Davis, California *Jun 2002 - Jun 2004*

Projects

Market Management System

Team Member *Sep 2010 - Sep 2011*

Managing day to day operations seamlessly and timely SLA delivery and Responsible for designing MARKET HIERARCHY for the Global market as per client requirement. Projects for indexes like FMCG, BEVERAGE, and CIGARETTE by analyzing the sample change as well as universe change effects and calculate projection factors used to project the volumetric and numeric distribution to the universe. Reviewing and validating the output/trends after analysis across various levels such as markets, categories and manufacturers and refreshing the project as per client requirement

Online Grocery Basket

Team Member *Mar 2017 - Apr 2018*

- Created Power BI dashboard and have to provide insight from the dashboard
- POC (Proof Of Concept) using Market Basket Analysis
- Text Mining on online customer review and provide insight to client