Sawali Kale

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SUMMARY

Data analytics lead with 8+ years of experience in data analysis, data visualization, business intelligence and project management. Proficient in analytical tools and software, including SQL, Python, Excel, Tableau, and Looker Data Studio. Recruited and mentored a strong data analytics & BI team of 4 members. Recipient of "Star Performer" award twice in the previous organization. Promoted every 2 years to a higher role. Spearheaded architecture of data pipelines of 10+ digital products deployed in 14+ countries. Avid learner who has authored a series of technical articles and blogs on data analysis and leadership, garnering over 7,000 impressions per week. Received core value champion award for bringing and fostering core values at Accenture.

SKILLS

- Data analytics
- Data visualization with Tableau, Power BI and Looker Studio
- Business Metrics, KPIs and actionable insights
- Dashboards deployment
- Datamart and data lakes management
- Coding SQL, procedures, triggers & views

- Proficiency in databases like PostgreSQL, MySQL, BigQuery
- Query performance tuning
- Python, Microsoft Excel
- ETL with large and complex datasets
- Exploratory Data Analysis
- Firebase, Google Analytics and MixPanel

- Stakeholder management & data requirements gathering
- Agile, Scrum and sprint planning
- Functional specifications, user stories, release planning & project management
- Data processes and data pipelines
- Performance management & hiring

WORK EXPERIENCE

- **Analytics Senior Analyst**   April 2023 - present
  Accenture
  - Utilized Snowflake & Python to analyze historical data; strengthened scoping and forecasting of costs and volumes to run effective marketing campaigns for one of the top supermarkets in the UK.
  - Conducted Post Campaign Analysis (PCA) to measure campaign performance; leveraged PCA results to deliver vital business insights and inform strategic decision-making.
  - Exhibited ownership, mentorship and commitment to deliver work assigned along with co-ordinating the tasks within the team.

- **Data Analytics Lead**   January 2022 - April 2023
  Avegen Pvt Ltd
  - Coached, recruited and mentored a team of 3-4 Data Analysts and Interns. Achieved task delegation, performance management and OKR setting of the data team.
  - Established data management processes that adhered to compliance standards like ISO-27001:2013, ISO-13485:2016, GDPR and Cyber Essentials; led external audits.
  - Discovered critical business insights that assisted in formulating data-driven decisions; API response insights during development reduced launch time from 31 to 5 seconds for one app.
  - Designed KPIs, metrics, and key business questions in collaboration with cross-functional teams, designers & developers and external stakeholders; coordinated with 8+ national & international clients.
  - Directed creation of meaningful and compelling visualizations that focused on accuracy, insights and user experience; monitored the performance and effectiveness of visualizations, making iterative improvements as needed.
  - Presented slide decks and demoed dashboards with mission-critical analytical reports and metrics to the highest levels in the organization and senior executives of external clients.
  - Tracked sprints with JIRA & Smartsheet, conducted scrum ceremonies like daily stand-ups and retro, and steered an Agile development process.

- **Senior Data Analyst**   February 2021 - January 2022
  Avegen Pvt Ltd
  - Conceived and executed the BI team roadmap with a focus on meeting customer needs and maximizing business value.
  - Guided and supervised junior data engineers & interns, reviewed code submissions and offered development support for the team.
  - Implemented a content recommendation system for Together for Her, a pregnancy care application that serves over 1 million pregnant mothers ranked among the top 5 parenting apps on the Google Play Store.

- Created a block randomization feature in the platform that facilitated 3+ research studies and randomized control trials.
- Performed A/B testing & multivariate testing to determine optimal UI/UX and notification frequency for the products - improved push notification CTR of one product by 5%.
- Deployed Python and SQL scripts and set up scheduled tasks on Linux-based infrastructure with version control using Git in 3+ AWS data centers.
- Engineered cost-effective strategies and performed optimization for BigQuery datasets and queries, resulting in a 25% reduction in billing amount.

- **Data Analytics Specialist**   July 2018 - February 2021
  Avegen Pvt Ltd
  - Introduced the data analytics and business intelligence function; developed standard operating procedures for the acquisition, handling and dissemination of data; adopted tools for data visualization and reporting.
  - Initiated creation of datamart and deployment of automated pipelines along with DevOps team; standardized best practices for extracting, transforming and loading (ETL) of large datasets and maintaining data infrastructure.
  - Achieved a remarkable 90% reduction in export time for business analytics reports by streamlining processes, identifying potential opportunities to automate on-demand data requests, and implementing efficient workflows.

- **Associate Software Engineer**   March 2016 - July 2018
  Avegen Pvt Ltd
  - Coordinated data export and report requests from internal and external stakeholders.
  - Analyzed quality and identified defects in 3+ mobile and web products of Avegen.

EDUCATION

Savitribai Phule Pune University	Pune, Maharashtra
Bachelor of Engineering, Electronics and Telecommunications	*July 2010 - July 2015*

CERTIFICATIONS & AWARDS

- **Core Value Champion Awards for Bringing and Fostering Core Values**   January 2024
  Accenture

- **Google Data Analytics Professional Certificate**   January 2023
  Google

- **"Data Squirrel" for exemplary performance in a project delivery**   September 2022
  Avegen

- **Star Performer Award for Q4 2021**   December 2021
  Avegen

- **Star Performer Award for Q1 2021**   April 2021
  Avegen