

# ABIYA PARDESHI

*Jr. Data Analyst*

[abiyapardeshi05@gmail.com](mailto:abiyapardeshi05@gmail.com) | [+91 8805780825](tel:+918805780825) | [linkedin.com/in/abiya-pardeshi/](https://www.linkedin.com/in/abiya-pardeshi/) | [Portfolio](#) | Goa, India

## PROFESSIONAL SUMMARY

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Results-oriented Data Analyst with 2+ years of experience building data pipelines, designing BI dashboards, and ensuring data integrity across marketing and sales functions. Improved tracking accuracy by up to 90% by implementing GA4, configuring Google Tag Manager across paid ads and SEO channels, and integrating revenue tracking with CRM and website backend systems. Skilled in SQL and Python (pandas, NumPy, scikit-learn), with hands-on experience in Google Tag Manager, Azure, and Power BI. Technical experience is backed by a peer-reviewed research publication in NLP and deep learning.

## PROFESSIONAL EXPERIENCE

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### Jr. Data Analyst

*July 2024 – Present*

*Kilowatt | Goa, India*

- **Azure ETL Pipelines:** Independently led end-to-end implementation of an enterprise Power BI analytics platform with 7 report pages and 17 dashboards, integrating CRM, marketing, and sales data from Azure Synapse for unified performance tracking, consolidating reporting time by 40%.
- **Dashboard Development:** Built and deployed 20+ interactive dashboards and reports in Power BI and Looker Studio tracking campaign KPIs, user funnel metrics, and conversion trends across Google, Meta, Snapchat, and Klaviyo platforms.
- **GA4 & GTM Implementation:** Implemented server-side and browser-side GTM tracking across client websites, capturing user interaction events with validated 90% data accuracy directly informing optimization decisions.
- **Cross-functional Collaboration:** Served as the technical bridge between development and marketing teams, translating complex data into reliable, scalable tracking configurations.
- **Data Quality & Governance:** Established data validation frameworks and quality assurance protocols to ensure integrity of all ingested data before visualization, reducing reporting discrepancies by an estimated 30%.
- **Python Automation:** Used Python (pandas, NumPy) to automate data cleaning, cross-channel attribution calculations, and recurring reporting workflows.

### Software Engineering Intern (ML/NLP)

*Aug 2023 – Sep 2023*

*Sierra Circuits India Pvt. Ltd. | Goa, India*

- **NLP Model Development:** Engineered Question Answering and Text Generation models using BERT and GPT-2 via Hugging Face Transformers, leveraging transfer learning and fine-tuning techniques in Python to achieve measurable accuracy improvements on domain-specific data.
- **Model Optimization:** Conducted systematic hyperparameter tuning and iterative evaluation cycles using deep learning frameworks, improving baseline model performance through structured experimentation.
- **Technical Documentation:** Produced structured technical documentation covering methodology, experimental results, and model insights, demonstrating strong technical communication skills.

## TECHNICAL SKILLS

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**Data Engineering:** Azure Data Integration, ETL Pipeline Design, Data Modeling, SQL, Data Validation & Quality Assurance

**Visualization & BI:** Power BI, Looker Studio: Dashboard design, KPI reporting, automated data storytelling

**Web Analytics:** Google Analytics 4 (GA4), Google Tag Manager (Browser & Server-Side), Conversion Tracking

**Programming:** Python (pandas, NumPy, scikit-learn, Matplotlib), data wrangling, automation, ML/NLP model development (BERT, GPT-2), R, SQL, JavaScript

**Marketing Platforms:** Google Ads, Meta Ads, Snapchat Ads, Klaviyo: cross-channel attribution & performance analysis

**CMS & Platforms:** WordPress, Shopify, HubSpot (analytics integration & e-commerce tracking), Salesforce (basic)

**Core Strengths:** Data Accuracy & Validation, Cross-functional Collaboration, Requirements to Implementation, Agile Workflows

## KEY ACHIEVEMENTS

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- Reduced cross-channel data consolidation time by 40% through centralized Azure-to-Power BI pipeline architecture, enabling real-time decision-making for the marketing team.
- Achieved 90% event capture accuracy across client websites by implementing server-side GTM tagging and validation, eliminating data gaps previously caused by ad-blockers and browser restrictions.
- Published peer-reviewed research at Springer Nature as a final-year undergraduate, demonstrating advanced applied ML skills beyond a typical analyst profile.
- Delivered 40+ Power BI and Looker Studio dashboards and reports consolidating sales and marketing data into a single unified report per client, with row-level security (RLS) enabling stakeholders to self-serve their own data views eliminating the need for separate reporting streams across multiple clients.

## EDUCATION

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### **Bachelor of Engineering - Computer Engineering**

*Agnel Institute of Technology and Design | Goa, India*

*Sept 2020 – July 2024*

- Relevant Coursework: Database Systems, Machine Learning, Data Structures, Algorithms, Statistics.
- CGPA: 8.1 / 10

## CERTIFICATIONS & PUBLICATIONS

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### **Research Publication**

- Abiya Pardeshi - "Optimized Deep Learning Framework for Cryptocurrency Price Prediction" | Springer Nature, January 2025, Vol. 6, Article No. 67

### **Certifications**

- Google Data Analytics Professional Certificate - Coursera (2026- Present)
- Advanced Google Analytics 4 Implementation with Tag Manager - Udemy (2025)
- Object-Oriented Programming in Java - Libra Computers (2023)
- Python Programming - Libra Computers (2023)
- Entrepreneurship - NPTEL (Oct 2022)