

RITUPARNA DAS

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SKILLS

- **Analytics & Visualization:** SQL (Advanced), Tableau, Looker, Alteryx, QlikSense, QlikView, Salesforce CRM, Clari
- **Programming & Data Science:** Python (Pandas, NumPy, Matplotlib, Scikit-learn), Google Colab, Jupyter
- **Cloud & Data Tools:** Google Cloud (BigQuery, Looker), Snowflake, GitHub, Postman
- **Excel & Data Manipulation:** Advanced Excel (Power Query, Index/Match, Pivot Tables)
- **Project Tools:** Smartsheets, Sharepoint
- **Certifications:** SQL (HackerRank Certified)

EXPERIENCE

- Iron Mountain Seattle, WA
Senior Business Analyst, Global Sales Insights and Analytics 2023-Present
- **Redesigned and led the end-to-end migration** of a static Excel-based executive sales report to a dynamic Tableau dashboard powered by BigQuery, enabling real-time insights and reducing time-to-insight by 90% across a \$2.7B+ annual pipeline; significantly enhanced VP-level decision-making and reporting scalability
 - **Engineered a scalable performance management solution in Alteryx**, reducing a 2-day manual workflow to 2 hours; eliminated recurring Salesforce data issues and enabled high-accuracy reporting across commercial teams.
 - **Automated revenue data ingestion from Clari** via custom API scripts, cutting reporting downtime by 30+ days annually; served as lead systems analyst, collaborating with Clari to drive platform enhancements.
 - Optimized SQL queries to reduce processing time by **50%**, enhancing the performance and responsiveness of business-critical dashboards in Tableau and Looker.
 - **Mentored and upskilled two junior analysts**, doubling team capacity and enabling seamless delivery coverage during peak project cycles, while fostering a high-performance, scalable analytics culture.
 - Spearheaded comprehensive documentation of data requirements, business definitions, and transformation logic, reducing operational ambiguity and cutting rework and clarification cycles by 40%.
 - Led testing and QA process for dashboards and pipelines, ensuring accuracy and consistency before delivery to senior stakeholders.
- T-Mobile Seattle, WA
ML Consultant (Business Analytics) 2023
- Led a 6-member team to evaluate ROI of T-Mobile's paid media marketing across 200+ U.S. markets.
 - Applied Python for EDA, regression modeling, and feature engineering to identify 10 high-impact markets, driving insights into channel strategy optimization.
- Yes Bank Delhi, India
Product Sales Manager/Analyst 2021
- Developed and executed segmentation strategies for 1,000+ customers, boosting digital product adoption by 5%.
 - Partnered with product and CX teams to improve onboarding and servicing workflows, reducing drop-offs in the customer journey.
- Maruti Suzuki Delhi, India
Business Manager/Analyst (Sales Strategy and Ops) 2019- 2021
- Achieved cost savings of **\$5 million** in 3 months by pioneering an inventory-salesperson data mapping strategy, enhancing real-time business intelligence through SQL Server-driven inventory reporting.
 - Delivered a **22% sales uplift** by spearheading market analysis for a new product and producing actionable insights that shaped strategic decisions and redefined the overall sales strategy.
 - Improved walk-in lead conversion by 9% by analyzing sales funnel to identify drop off points and tracking **4+ sales metrics** (e.g., channel conversion rates, sales velocity,inventory); devised go-to-market sales tactics and follow-up strategies for stakeholders.
- Amec Foster Wheeler Kolkata, India
Project Engineer/Analyst 2015 –2016
- Led process optimization for a \$2B engineering initiative, utilizing bottleneck analysis to enhance operations, eliminate inefficiencies, and save **14+ resource** hours weekly across **200+ deliverables**

EDUCATION

University of Washington, Michael G. Foster School of Business– Seattle, USA

MS in Business Analytics (STEM), 2023

Indian Institute of Foreign Trade – Delhi, India

MBA, Marketing & Corporate Strategy, 2019

Jadavpur University – Kolkata, India

Bachelor of Chemical Engineering, First Class Honors, 2015

PORTFOLIO : Tableau Dashboard [Tableau](#), Analytics Projects [GitHub](#), Data Storytelling [Medium](#)