Priya Shah

Senior Data Analyst | SQL, Python & Customer Insights

Melbourne, VIC · +61 491 571 491 · priya.shah@example.com · linkedin.com/in/priya-shah

SUMMARY

Senior data analyst with eight years of experience in retail and marketplace analytics, specialising in customer reporting, SQL and Python automation, self-service dashboards and data quality controls. Explains results with enough context for commercial and product teams to act on them, and states the uncertainty and limits of each analysis.

SKILLS

Analysis	SQL, Python (pandas), Cohort analysis, Experiment analysis, Customer segmentation
Reporting	Looker, Tableau, Dashboard design, Self-service analytics, Metric definitions
Data quality	Validation checks (Great Expectations), Reconciliation, Source definitions, Documentation

EXPERIENCE

Senior Data Analyst, Customer Insights — Aug 2021 – Present

Fernvale Home · Melbourne, VIC

Homewares retailer with 38 stores and an online store; customer insights team of four analysts.

- Automated the weekly customer performance pack with SQL and Python, cutting preparation from six hours to 40 minutes and removing two manual spreadsheet hand-offs.
- Built a self-service retention dashboard in Looker used by 45 product, marketing and operations stakeholders; it replaced 11 recurring ad-hoc requests.
- Added validation checks on customer segment tables, covering row counts, null rates and reconciliation to finance totals, which reduced recurring reporting defects by 31%.
- Analysed two onboarding tests designed by the product team, reporting each effect with a confidence interval and a plain-English recommendation.
- Mapped second-purchase timing across 2.3 million loyalty transactions; marketing now times its reactivation emails to the window the analysis found.
- Mentor two analysts on SQL style, documentation and stakeholder write-ups.

Tools: SQL, Python, Looker, BigQuery, Great Expectations

Data Analyst — Feb 2019 – Jul 2021

Mallee Marketplaces · Melbourne, VIC

Online marketplace for regional producers; analyst for the commercial and seller operations teams.

- Created customer cohorts in SQL that removed about 10 hours of manual segmentation work each week.
- Standardised the recurring commercial reports and documented source definitions with finance and marketing.
- Built a seller health report that flagged sellers with falling order volumes for the account team to contact.
- Analysed delivery-fee changes in two regions and reported the effect on order frequency to the commercial lead.

- Translated stakeholder questions into reproducible SQL analysis and one-page decision summaries.

Tools: SQL, Python, Tableau, PostgreSQL

Graduate Analyst

Feb 2018 – Jan 2019

Mallee Marketplaces · Melbourne, VIC

Graduate role in the commercial reporting team.

- Maintained weekly sales and category reports in Excel and Tableau for the commercial team.
- Moved three recurring reports from spreadsheets to scheduled SQL queries, removing about four hours of manual work a week.
- Checked weekly figures against the finance ledger before release and logged each difference with its cause.

EDUCATION

Bachelor of Commerce

Feb 2015 – Nov 2017

Deakin University · Business analytics major

CERTIFICATIONS

- Google Data Analytics Professional Certificate, 2020