

Prajakta Mane

prajakta.mane1301@gmail.com | (315) 601-6382 | [linkedin.com/in/prajaktasmane](https://www.linkedin.com/in/prajaktasmane)

PROFESSIONAL SUMMARY

Senior Data Analyst with 3+ years of experience building well-managed, self-service data solutions and turning complex, high-volume data into decision-ready insights for enterprise platforms. Skilled in SQL, Python, R, and Snowflake, with proven ability to query and mine large multi-source datasets, build BI tools and dashboards in Tableau, and partner with business stakeholders to translate needs into metrics, techniques, and data visualization. Track record of designing scalable data models, leading data quality and governance initiatives spanning metadata, lineage, and business definitions, and reducing manual reporting through self-service frameworks for data consumers. Combines statistical rigor with strong storytelling to make data accessible to senior and non-technical audiences.

TECHNICAL SKILLS

Analytics: Segmentation & Targeting, A/B Testing & Test-and-Learn, Funnel Performance, Campaign Measurement, Profitability & Retention Analysis, KPI Development, Forecasting, Cost-Benefit Analysis, Agile Delivery

Languages & Statistical Methods: SQL (CTEs, Window Functions, Joins, Complex Multi-Table Manipulation, Query Optimization), Python (Pandas, NumPy, Scikit-learn), R, Regression, Classification, Clustering, NLP

BI & Visualization: Tableau (Desktop Specialist Certified), AWS QuickSight, Looker Studio, Excel (Advanced), PowerPoint; Advanced Dashboard Design, Data Storytelling, Executive Reporting

Data Warehousing & Architecture: Snowflake, Amazon Redshift, Google BigQuery, Automated ETL Pipelines, Data Modeling, Data Integration, Data Cleaning & Validation, Data Governance, Data Quality Management, Metadata & Lineage, Business Definitions

Tools & Platforms: Salesforce CRM, Qualtrics, Jira, Monday.com, Git, Jupyter Notebook, DBeaver, MS Project, AWS (S3, EC2)

Web Analytics: Google Analytics 4 (GA4, Certified), Adobe Analytics

PROFESSIONAL EXPERIENCE

Impel (Enterprise AI Platform)

Syracuse, NY

Senior Data Analyst

Jan 2026 – Present

- Owned dedicated analytics for Penske Automotive Group and Lithia Motors, Impel's two largest enterprise accounts; synthesized behavioral, sentiment, and performance data into executive-ready insights and recurring business reviews that inform targeting, expansion, and retention strategy, growing combined ARR from \$1.5M to \$2M (~33%).
- Led cross-functional GA4 re-certification effort across product, engineering, external vendors, and the industry ASC Council; identified and remediated digital measurement and tagging gaps, reinforcing data quality management across metadata, lineage, and business definitions and protecting brand standing across 8,000 enterprise accounts.
- Mentored 2 junior analysts on data modeling, BI dashboard development, and analytical best practices; maintain clear documentation of metrics definitions, data sources, and dashboards adopted as the standard reference across product, sales, and customer success teams.

Enterprise Sales Analyst

Jul 2023 – Dec 2025

- Built the Impel Product Benchmark Dashboard and underlying segmentation framework, defining segment-level metrics across region, brand, store size, and product category (import / domestic / luxury); adopted as the core asset for business reviews and account strategy across 8,000 accounts.
- Led test-and-learn evaluations for Chat AI features including Lead Gating (capturing visitor contact info before pricing); designed methodology and measured post-campaign performance, quantifying a 66% engagement lift and 30% conversion increase that shaped targeting and rollout decisions.
- Delivered funnel and profitability analysis for UK enterprise portfolio, mapping CRM leads to sold-lead attribution to quantify revenue contribution and surface drop-off points across the acquisition funnel; drove a £20K save and £50K to £80K in retained ARR.
- Architected the unified Enterprise AI Report in Tableau with Row-Level Security and redesigned UI/UX, consolidating 4 fragmented reports into a single self-service executive dashboard that lets data consumers answer their own questions; cut ad hoc reporting requests by 90% and standardized KPI tracking across 8,000 enterprise accounts.
- Rebuilt core Snowflake architecture using CTE-based views, scheduled tasks, and automated workflows supporting complex multi-table manipulation for executive reporting; built automated data quality monitoring that restored attribution coverage for 8,000 clients within a 3% error margin and saved ~5 hours daily per CSM across a 50-person team.

Red Hat**Raleigh, NC***Data Analyst Intern**Aug 2022 – Apr 2023*

- Analyzed Salesforce and Redshift data to investigate partner segmentation across multiple audience dimensions, identifying an 11% overlap in partner types that informed a revised partner-first go-to-market and targeting strategy.
- Built a SQL-backed Tableau BI solution tracking 5 critical product catalog metrics in Adobe Analytics and established historical engagement benchmarks, driving a 57% improvement in stakeholder engagement quarter-over-quarter.

*Business Analyst Intern**Jun 2022 – Aug 2022*

- Developed NPS and CX metrics and executed a closed-loop feedback process that decreased detractors by 22% and increased promoters by 31%.
- Built Qualtrics TextIQ workflows on unstructured customer feedback, contributing to a 20% increase in customer retention; automated SMTP report delivery, reducing manual reporting workload by 65%.

Syracuse University, Office of Student Outreach and Retention**Syracuse, NY***Data Analyst Intern**Jan 2022 – May 2022*

- Built consolidated reporting from the Orange Success platform in Excel, SQL, and Tableau, delivering the office's first unified view of student engagement; analyzed appointment data and benchmarked peer institutions, contributing to a 37% improvement in student retention rates.
- Created structured monthly newsletters in Staffbase for university leadership, driving a 68% increase in leadership visibility into the office's initiatives.

MyWindow**Pune, India***Data Analyst Intern**Jan 2021 – May 2021*

- Surfaced pricing and ordering patterns through pattern-discovery analysis on transaction data, driving a 35% sales increase and 27% profit improvement.
- Analyzed review and sentiment data across 50K+ value points in R and Python (quanteda) and built interactive Tableau dashboards for corporate clients, enabling order-strategy optimization based on customer signal and driving \$20K in incremental quarterly revenue.

EDUCATION

Syracuse University**Syracuse, NY***Master of Science, Information Systems**Aug 2021 – May 2023***Savitribai Phule Pune University****Pune, India***Bachelor of Engineering, Computer Engineering**Aug 2016 – May 2020***CERTIFICATIONS**

- Tableau Desktop Specialist and Tableau Data Analyst, Tableau
- Google Analytics 4 (GA4) Certification