Kanzbra Rashid

About Me

I am a goal-oriented & highly skilled Data Analyst, well-versed in leveraging data-driven strategies to drive business growth and enhance operational efficiency.

Contact Details

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📍 New York, NY

in .kanzbra-rashid

🌐 kanzbra.com

Professional Skills

Web:

HTML, CSS, JavaScript, Java, React JS, jQuery, Python, Server Side Development, SEO and Quality Assurance

Data:

SQL, MongoDB, Google Analytics, Power BI, SalesForce, Tableau, Adobe Analytics, Trade Desk, ETL, Alteryx, Domo, Datorama, Salesforce, Snowflake, Data Visualization

Microsoft Office Suite:

Access, Excel, Outlook, PowerPoint, Word

Work Experience

Spectrum　　　　　　　　　　　　　**Jun. 2023 – Present**
Senior Data Solutions Architect | Enterprise Marketing Intelligence

- Construct custom widgets and dashboards in Datorama using HTML/CSS and Javascript to conceptualize data-driven solutions for stakeholders and diverse business needs, including marketing analytics, sales tracking, and performance monitoring
- Automate data ingestion by building ETL pipelines in Alteryx and ingesting data into Datrorama via API connectors to track campaign performance; eliminating manual reporting by 80%
- Collaborate closely with cross-functional teams to understand specific data needs, project requirements and improve initiatives; streamlining dashboard development workflows and enhancing overall efficiency by 35%
- Utilize expertise in data manipulation and transformation to ensure seamless integration of multiple data sources; resulting in comprehensive and accurate data representation, reducing discrepancies by 30%

WPP | Neo Media World　　　　　**Jun. 2021 – Jun. 2023**
Senior Business Intelligence Analyst

- Analyzed $2MM of monthly marketing spend data using R and Python scripts to optimize audience, creative, and copy of campaigns; increased conversion by 22% MoM and decreased cost per acquisition by 35%
- Conceptualized, redesigned, and presented enhancements to the data warehouse and stored SQL procedures in Snowflake, leading to 100x improved query performance from double-digit minutes to milliseconds
- Developed a data pipeline to create over 50 dashboards in Domo, Datorama, and Tableau containing performance metrics and real-time data for global and local senior management teams
- Implemented a custom ETL process utilizing SQL to create an omnichannel report analyzing online and offline touchpoints to deliver actionable insights; resulting in a 25% sales lift
- Managed a cross-functional team of 10 in 2 locations (Mumbai and New York), ranging from entry-level analysts to managers, and collaborated with technology, operations, and marketing teams for project deliverables

M Booth　　　　　　　　　　　　　**Jun. 2020 – Jun. 2021**
Research & Analytics Associate

- Coordinated accounts with social listening analysis and share of voice analysis to measure brand performance and develop key insights for marketing strategies, resulting in a 25% increase in sales lift
- Facilitated brand tracking surveys by preparing questions, performing quality assurance tests, communicating with vendors to ensure data accuracy when reporting survey findings, reducing anomalies by 15%
- Fostered business relationships with 10 clients, including Google, Beiersdorf, and American Express, and grew branded & non-branded organic traffic by 75% through site optimization & PR/link-building campaigns
- Executed secondary research by mining data on the target audience, competitors, category trends, and market size to create detailed reports and present findings to leadership, increasing brand sentiment and awareness by 30%

Education

Correlation One | Data Science Apprenticeship	**Jun. 2023 – July. 2023**
COOP | Data Analytics Apprenticeship	**Feb. 2020 – Jun. 2020**
Columbia University | Full Stack Web Development	**Jun. 2019 – Dec. 2019**
City College of NY (CUNY) | Bachelor of Science	**May 2012 – Jun. 2016**