

Keval Rakholiya | AI & Data Analyst

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SUMMARY

Data Analyst with 3+ years of experience delivering end-to-end analytics across marketing, sales, and customer data environments. Skilled in SQL, Python, and BI platforms to transform complex datasets into actionable insights. Proven track record of building automated data pipelines, improving reporting accuracy, and enabling faster data-driven decision-making. Experienced in collaborating with cross-functional teams to develop scalable analytics solutions that drive measurable business impact.

RELEVANT SKILLS

Programming & Data Querying: Python (Pandas, NumPy), SQL (CTEs, Window Functions), R
Business Intelligence & Visualization: Tableau, Power BI, Amazon QuickSight, Excel (Power Query, PivotTables)
Databases & Data Modeling: PostgreSQL, MySQL, SQL Server, Hive, BigQuery, Star Schema Design, Data Validation
Cloud Platforms & DevOps: AWS (S3, RDS, Lambda), Azure, Git, Docker, CI/CD Fundamentals
Analytics & Statistical Methods: A/B Testing, Hypothesis Testing, Regression Analysis, Time Series Analysis, Cohort Analysis, Funnel Analysis, Predictive Modeling, Bayesian Analysis, Statistical Significance Testing
Data Engineering & Processing: ETL Pipeline Development, Data Cleaning & Transformation, SSIS, Talend, Apache NiFi, PySpark, Alteryx, Tableau Prep, Data Pipeline Orchestration, Workflow Automation, Data Quality Monitoring
Marketing & Product Analytics: Adobe Analytics, Google Analytics 4 (GA4), Supermetrics, Marketing Attribution, Customer Segmentation, Funnel Analytics, Conversion Rate Optimization (CRO), Campaign Performance Analysis

WORK EXPERIENCE

Senior Associate, Marketing Analytics | Genesis Motor Fountain Valley, CA | Nov 2025 – Present

- Demonstrated leadership by driving KPI strategy across marketing, sales, and product teams, leveraging AI-assisted modeling to accelerate dashboard delivery and enhance visibility into regional vehicle performance.
- Transformed legacy reporting infrastructure by leading the migration from Excel/CSV workflows to a centralized SQL data warehouse, improving data accuracy by 30% and reducing manual reporting effort by 60%.
- Architected data pipelines integrating Adobe Analytics, GA4, and CRM systems, using AI-driven anomaly detection and enrichment to enable near real-time monitoring and improve attribution accuracy by 35%.
- Designed and deployed scalable Power BI and Tableau dashboards to standardize KPIs across media, web, and retail channels, driving a 40% increase in executive analytics adoption and improving decision-making efficiency.
- Delivered executive insight reports and ad-hoc analyses supporting multimillion-dollar marketing budget allocation, enabling leadership to optimize customer acquisition strategies and improve regional retail performance.
- Led analytics initiatives using Python and SQL, applying AI-assisted modeling for funnel and cohort analysis to identify drop-offs and increase campaign conversion rates by 12–18%.
- **Tools & Technologies:** Python (Pandas, NumPy), SQL, Tableau, Power BI, Adobe Analytics, Google Analytics 4 (GA4), Data Warehousing, ETL Pipeline Development, AI-Assisted Analytics, Marketing Attribution, Funnel Analysis

Data Analyst | Traffic Management Inc. LA, CA | Dec 2023 – Oct 2025

- Performed customer segmentation and RFM analysis using Python, SQL, and PostgreSQL to model purchasing behavior, improving analytical efficiency by 30% and increasing marketing ROI by 15% through targeted campaigns.
- Developed Tableau and Power BI dashboards for customer lifecycle analysis and campaign performance monitoring, enabling faster executive decision-making and increasing adoption of data-driven strategies by 20%.
- Designed and maintained ETL pipelines using Talend and Apache NiFi to ingest and transform large-scale marketing and transactional datasets, improving data consistency by 50% and reducing processing time by 30%.
- Supported A/B testing initiatives for digital features and marketing campaigns using Redshift and AWS, identifying performance improvements that increased user engagement by 25% and customer retention by 10%.
- Partnered with cross-functional teams across marketing, product, and analytics to translate business requirements into data-driven insights, ensuring analytical outputs aligned with campaign strategy and revenue growth objectives.
- Engineered automated data quality validation pipelines using Python and SQL to detect outliers and schema inconsistencies across datasets, reducing reporting errors by 35% and improving reliability of enterprise analytics.
- **Tools & Technologies:** Python (Pandas, NumPy), SQL, PostgreSQL, Amazon Redshift, AWS, Tableau, Power BI, Talend, Apache NiFi, ETL Pipeline Development, A/B Testing, RFM Analysis, Data Quality Monitoring.

EDUCATION

Bachelor of Science in Management Information Systems	May 2025
Business Analytics Certificate	May 2025
California State University, Long Beach, USA	
AWS Certified Data Engineer - Associate	August 2025