GURLEEN SABHARWAL

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Summary

Results-driven data professional with a proven track record of driving 40% reporting efficiency and enabling 25% faster product launches for Fortune 500 clients. Expert in SQL, Power BI, and Python, with hands-on experience in ETL, data modeling, and business intelligence. Passionate about transforming data into strategic decisions that accelerate business growth

Experience

Hyderabad (India) Strategic Research Insights **Business Analyst** 07/2023 - 06/2024

• Developed and executed advanced **SQL queries** for market research datasets (joins, window functions, CTEs), enabling accurate insights into healthcare provider behavior and product performance

- · Designed, implemented, and maintained 10+ interactive dashboards in Power BI and Tableau, delivering real-time analytics to key stakeholders and reducing reporting time by 40%
- · Automated repetitive data cleaning and transformation tasks using Python (Pandas, NumPy), improving data accuracy and team productivity
- · Collaborated with cross-functional teams to define KPIs and business metrics, aligning data products with client goals
- Built relational data models and optimized ETL pipelines using schema design principles (normalization, ER models), enhancing data integrity and scalability

Bangalore (India) Corizo **Business Development Executive** 01/2023 - 05/2023

- · Conducted competitive analysis and market segmentation using Excel and CRM tools to identify customer acquisition opportunities
- · Analyzed lead conversion rates and marketing performance data, contributing to a 12% improvement in campaign effectiveness
- Prepared and presented performance reports and dashboards to sales leadership to support data-driven strategy refinement

Projects

Strategic Research Insights, Hyderabad (India)

Market Segmentation - Novartis (Pharmaceuticals)

- Led an end-to-end market segmentation project to support the launch of a new pharmaceutical product
- Performed clustering analysis in SPSS and SQL on structured survey data collected from 500+ healthcare professionals
- Integrated and analyzed secondary datasets to enrich segmentation, delivering insights into patient demographics and prescribing patterns
- Presented findings via Tableau dashboards and PowerPoint, enabling data-driven targeting strategies that accelerated product adoption by 25%

Sales Data Analysis

Capstone Project (Self-Guided)

- Conducted sales data analysis using advanced SQL techniques to identify trends and anomalies across multiple dimensions
- · Built and deployed interactive Power BI dashboards featuring KPIs, slicers, trend lines, and drill-through reports
- Automated ETL processes and developed reusable data models to streamline monthly reporting, reducing manual effort by 40%

Education

Long Island University Brooklyn, New York

MS in Data Analytics and Strategic Business Intelligence

2024 - 2026

Dr. B.R. Ambedkar National Institute of Technology

Jalandhar, Punjab

Bachelors of Technology

2019 - 2023

Skills

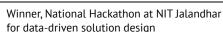
SQL · Python · Power BI · Tableau · Excel · SPSS · Data Cleaning · Data Mining · Statistical Analysis · Data Modeling · Dashboard Development · KPI Tracking · Report Automation • Stakeholder Communication

Training/Courses

Google Data Analytics Professional Certificate • AWS Certified Cloud Practitioner • Complete Data Analyst Bootcamp • Advanced SQL for Data Analysis • Microsoft Power BI · Tableau Bootcamp · Python for Data Science and Machine Learning

Key Achievements

Awarded "Budding Star" for exceptional performance at Strategic Research Insights, Hyderabad (India)



Class 12 Topper in academic board examinations