

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

Strategic Research Insights Hyderabad (India)  
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

Corizo Bangalore (India)  
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)
-  Winner, National Hackathon at NIT Jalandhar for data-driven solution design
-  Class 12 Topper in academic board examinations