

# ANGOLLA PRAVEEN GOUD

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## SUMMARY

- Marketing Data Analyst with 3+ years of experience leveraging customer, marketing, and engagement data to generate actionable insights, optimize campaigns, and support data-driven business decisions.
- Strong expertise in SQL and Python for data extraction, transformation, exploratory analysis, customer segmentation, predictive modeling, and marketing performance measurement.
- Experienced in building Customer 360 solutions by integrating data from multiple sources to create unified customer profiles and improve customer understanding across business functions.
- Proficient in developing automated ETL workflows and managing data transformation processes using Snowflake, dbt, and Azure Data Factory to ensure data accuracy and accessibility.
- Skilled in designing interactive Tableau and Power BI dashboards to monitor business KPIs, customer behavior, marketing effectiveness, and executive reporting requirements.
- Adept at collaborating with cross-functional teams including Marketing, CRM, Product, Sales, and Business Intelligence to deliver analytical solutions that enhance customer engagement, retention, and overall business performance.

## SKILLS

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**Programming & Analytics:** SQL, Python, Pandas, NumPy, Scikit-learn, Statistical Analysis, Predictive Analytics, Exploratory Data Analysis (EDA)

**Database & Data Warehousing:** Snowflake, SQL Server, PostgreSQL, Data Warehousing, Data Modeling, Data Integration

**Data Engineering & ETL:** dbt, Azure Data Factory (ADF), ETL Development, Data Transformation, Data Cleansing, Data Validation, Data Pipeline Development

**Business Intelligence & Visualization:** Tableau, Power BI, Dashboard Development, KPI Reporting, Executive Reporting, Data Visualization, Data Storytelling

**Marketing Analytics:** Customer 360 Analytics, Customer Segmentation, Campaign Performance Analysis, Marketing ROI Analysis, Attribution Analysis, Customer Journey Analytics, Omnichannel Analytics

**Customer & CRM Analytics:** Customer Lifetime Value (CLV), Customer Acquisition Cost (CAC), Retention Analysis, Churn Analysis, Repeat Purchase Analysis, Customer Profiling, CRM Analytics

**Digital Analytics:** Google Analytics 4 (GA4), Web Analytics, Conversion Funnel Analysis, User Behavior Analysis, Traffic Analysis, Conversion Rate Optimization (CRO)

**Machine Learning & Predictive Modeling:** Customer Segmentation Models, Churn Prediction, Propensity Modeling, Classification Models, Regression Analysis, Feature Engineering, Model Validation

**Cloud & Data Platforms:** Snowflake, Microsoft Azure, Azure Data Factory, Azure SQL Database

**Reporting & KPI Management:** Marketing ROI, CLV, CAC, AOV, Retention Rate, Repeat Purchase Rate, Conversion Rate, Revenue Analytics

**Advanced Analytics:** Cohort Analysis, Funnel Analysis, A/B Testing, Hypothesis Testing, Trend Analysis, Root Cause Analysis

**Project Management & Collaboration:** Jira, Confluence, Agile Methodology, Scrum, Stakeholder Management, Requirements Gathering

**Microsoft Office:** Advanced Excel, Power Query, Pivot Tables, VLOOKUP, XLOOKUP, PowerPoint

## PROFESSIONAL EXPERIENCE

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**Target Corporation, USA**

**Aug 2025 – Present**

*Marketing Analyst*

- Integrated customer data from 12+ omnichannel sources, including POS transactions, eCommerce activity, mobile app interactions, loyalty programs, and marketing platforms into Snowflake, creating a unified Customer 360 view for more than 25 million customer profiles and enabling a consistent understanding of customer behavior across channels.
- Built and optimized data transformation workflows using dbt to standardize customer attributes, improve data quality, and strengthen identity resolution processes, resulting in a 30% improvement in customer segmentation accuracy for marketing initiatives.
- Performed customer segmentation analysis using Python by evaluating purchasing patterns, engagement behavior, and loyalty activity to identify High-Value, Loyal, New, At-Risk, and Churn-Prone customer groups, contributing to a 22% increase in campaign conversion rates.

- Developed interactive Tableau dashboards to monitor key business metrics such as Customer Lifetime Value (CLV), Retention Rate, Repeat Purchase Rate, Average Order Value (AOV), Customer Acquisition Cost (CAC), and Marketing ROI, reducing manual reporting efforts.
- Analyzed omnichannel marketing campaign performance using Google Analytics 4 (GA4) to measure customer acquisition, engagement, and conversion trends across paid and owned channels, helping improve overall marketing ROI by 18%.
- Partnered with Marketing, CRM, Product, and Merchandising teams to deliver actionable customer insights and audience recommendations, supporting personalized marketing strategies that increased repeat purchase rates by 15% and customer retention by 12%.
- Developed predictive customer analytics models using Scikit-Learn to identify churn risk and future purchase propensity, enabling marketing teams to launch targeted retention campaigns and drive incremental revenue growth.
- Utilized SQL daily to perform ad hoc analysis, validate campaign performance metrics, investigate data anomalies, and support executive reporting for multi-million-dollar marketing and sales initiatives across the organization

## **HCL Limited, India**

**Jan 2022 - Jul 2024**

### *Data Analyst*

- Integrated physician, prescription, CRM, digital engagement, webinar participation, and sales interaction data from 12+ disparate sources into a centralized Customer 360 repository using SQL Server, improving physician profile completeness by 35% and providing business teams with a unified view of customer engagement across therapeutic brands.
- Developed automated ETL workflows using Azure Data Factory to ingest, cleanse, validate, and transform physician interaction records, reducing manual reporting effort and improving data refresh frequency from weekly to daily.
- Built physician segmentation models using Python, Pandas, NumPy, and Scikit-learn to categorize physicians into High-Value, Growth Opportunity, At-Risk, and Low Engagement segments, helping marketing teams improve campaign targeting accuracy by 28%.
- Designed and maintained interactive Power BI dashboards for Sales Leadership, Marketing Managers, and Commercial Excellence teams, enabling visibility into physician engagement, prescription trends, territory performance, and segment migration across physicians while reducing report generation time by 70%.
- Performed in-depth customer behavior analysis using SQL to identify patterns in physician engagement and prescribing activity, uncovering key drivers that supported more effective targeted marketing campaigns.
- Created automated KPI reporting frameworks and physician scorecards using Power BI, allowing stakeholders to track engagement scores, call effectiveness, prescription contribution, and campaign performance through near real-time dashboards used by business users.
- Partnered closely with Sales, Marketing, CRM, and Business Intelligence teams to gather requirements, define segmentation strategies, and establish data quality standards, leveraging Jira and Confluence to deliver quarterly analytics enhancements aligned with commercial objectives.
- Conducted segmentation performance validation and campaign impact analysis using Excel, generating actionable insights that helped optimize physician targeting strategies and contributed to an 18% improvement in marketing campaign ROI across key therapeutic business units.

## **EDUCATION**

**Master of Science in Data Science**

*Regis University*

**Aug 2024 – May 2026**

*Colorado, USA*

## **CERTIFICATES**

- Google Data Analyst
- IBM Data Analyst