

Priya Shah

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Senior Data Analyst | SQL, Python & Customer Insights

PROFESSIONAL SUMMARY

Senior data analyst specialising in customer reporting, SQL and Python automation, stakeholder dashboards, and data quality controls.

Explains analysis with enough context for commercial and product teams to act while keeping uncertainty and evidence boundaries visible.

SKILLS

Analysis: SQL · Python · Experiment analysis · Cohort analysis · Data quality

Reporting: Looker · Dashboard design · Self-service analytics · Metric definitions · Stakeholder reporting

Practice: Insight storytelling · Validation controls · Documentation · Cross-functional facilitation

EXPERIENCE

Senior Data Analyst, Customer Insights · Harbor Retail

2021–Present

Melbourne, VIC

- Automated SQL and Python reporting that cut weekly preparation from six hours to 40 minutes.
- Built a self-service retention dashboard used by 45 product, marketing, and operations stakeholders.
- Added validation checks that reduced recurring customer-segment reporting defects by 31%.

Scope: Analysed two onboarding tests and presented confidence intervals while partnering with product.

Data Analyst · Mallee Marketplaces

2018–2021

Melbourne, VIC

- Created customer cohorts that reduced manual segmentation work by 10 hours each week.
- Standardised recurring commercial reports and documented source definitions for finance and marketing.

Scope: Translated stakeholder questions into reproducible SQL analysis and decision summaries.

EDUCATION

Bachelor of Commerce · Deakin University

2015–2017

Business Analytics

CERTIFICATIONS

- Google Data Analytics Professional Certificate