

# Satyarth Jaiswal

## Business Intelligence & Data Analysis Specialist

Contact - +1 (437) 366 2693 | [jaiswal.satyarth070@gmail.com](mailto:jaiswal.satyarth070@gmail.com)

LinkedIn - <https://ca.linkedin.com/in/satyarthj>

Portfolio - <https://satyjais.github.io>

### SUMMARY

Data & Business Intelligence Analyst with hands-on experience in SaaS, eCommerce, and advertising industries. Skilled in designing scalable ETL pipelines, automating dashboards, and delivering actionable insights to drive business decisions.

**Proficient in SQL, dbt, BigQuery (GCP), Python, Power BI, Tableau, and Looker Studio.** Strong track record of collaborating with cross-functional teams to develop strategic analytics solutions that optimise performance, improve reporting accuracy, and support growth initiatives.

### PROJECTS

- **Data Modelling, Transformation & Dashboarding with dbt, BigQuery & Looker** - Designed an automated marketing analytics pipeline integrating Google Ads, Meta Ads, and CRM data into BigQuery, transforming it with dbt, and delivering real-time performance dashboards in Looker Studio.
- **ETL Pipeline and Performance Dashboard for Digital Advertising Campaigns** - Developed an automated ETL pipeline integrating digital advertising and CRM data, enabling real-time performance tracking and efficient campaign optimisation.
- **CRM & Digital (Google & Meta) Ads Data Integration using BigQuery, SQL, & Looker Studio** - Unified CRM data with Google & Meta Ads data using multidimensional data modelling to reveal in-depth insights on lead quality, keywords, locations, and campaigns, enabling smarter decisions.

### PROFESSIONAL CERTIFICATIONS

Agentic AI and AI Agents for Leaders	September 2025
Python for Data Science and AI	September 2025
Microsoft Certified: Power BI Data Analyst Associate (PL-300)	April 2025
Microsoft Power BI Data Analyst Specialisation (8 Courses)	October 2024 - April 2025
Google Cloud Data Analytics Professional Certificate (5 Courses)	October 2024 - January 2025
Google Business Intelligence Certificate (3 Courses)	Mar 2024 - July 2024
Google Advanced Data Analytics Certificate (7 Courses)	February 2024 - June 2025
Google Data Analytics Professional Certificate (8 Courses)	October 2023 - February 2024

### SKILLS & TOOLS:

**BI Platforms:** Power BI, Tableau, Looker Studio, Looker

**Data Analysis Tools:** SQL, Python, R, Excel, Google Sheets, Jupyter Notebook, GA4, SEMRush, DAX, Power Query

**Cloud platform:** BigQuery (GCP)

**Data transformation tool:** dbt

### EXPERIENCE

**Senior Consultant - Marketing Science, Sciera Inc.,** November 2022 – Present

- Designed comprehensive and scalable marketing dashboards for key clients in the US.
- Collaborated with campaign execution, creative services, and client teams to address digital advertising challenges through data analysis and reporting.
- Ensured data accuracy, integrity, and usability for all in-house and client projects.

- Led a team of five to deliver digital campaigns, analytics, and performance insights to US clients.
- Designed and executed impact measurement frameworks to conduct brand lift studies for education, CPG, and apparel clients, uncovering the ground-level impact of marketing campaigns.
- Led experimental design (A/B testing) to optimise user engagement and improve KPIs, applying statistical analysis to validate results for key clients in the US.

**Manager, Marketing & Marketing Analytics, Aroscop Tech, Inc.**

**March 2020 – September 2022**

- Doubled monthly deal closures by implementing marketing automation and CRM (marketing & sales) workflows.
- Built and managed a team of 4 marketing, data & design professionals.
- Led the creation & delivery of 10 market research reports and 3 industry trend analyses.
- Planned & executed 2 online conferences to improve Aroscop's brand awareness, helping win 3 of Aroscop's largest clients.
- Scaled subscriber base to 10k+ through strategic content initiatives.

**Digital Marketing Manager, RazorThink,**

**February 2018 – January 2020**

- Packaged AI products & solutions into marketing-friendly content.
- Promoted employee-generated content across YouTube and Medium to boost brand visibility.
- Drove lead generation through targeted, industry-specific LinkedIn campaigns.
- Partnered with product and presales teams to develop and execute social media and content strategies.

**Digital Marketing Analyst, MSupply Ecommerce India Pvt Ltd.**

**May 2015 – January 2018**

- Liaised with the Catalogue and Category teams to bring the best promotions and offers to the digital platforms (website, Google Shopping, social media).
- Analysed paid/organic campaigns to inform marketing decisions.
- Maintained the organisation's blog to boost organic engagement.
- Curated and promoted customer and vendor stories to highlight organisational values and key differentiators.

**Research Analyst & Associate Consultant, FCB Malaysia**

**June 2013 – December 2014**

- Delivered campaign performance reports and client-facing presentations to support account teams.
- Used social listening tools to assess audience sentiment and guide campaign improvements.
- Analysed usage and attitude (U&A) studies for a major SEA telecom provider and contributed to final reporting.

## KEY ACHIEVEMENTS

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### Lowered Customer Acquisition Cost

Reduced customer acquisition cost by 70% within one year for a major client, using data-driven campaign optimisation initiatives.

### Subscriber Base Growth

Increased subscriber base to 10K decision-makers (marketers/advertisers) in two years through content-driven marketing.

### Dashboard Automation & Optimisation

Successfully saved 40 man-hours monthly by creating & automating an interactive dashboard, eliminating all manual errors.

### Sales Cycle Efficiency

Streamlined sales cycle, achieving 2x monthly closures by onboarding & automating sales/ marketing activities on CRM.

## EDUCATION

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**MBA, Marketing & Analytics** - Indian Institute of Management

**B.Tech., Communication & Computer Eng** - The LNM Institute of Information Technology