PUNEET BADWAL

Data Analyst

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SUMMARY

Data Analyst with hands on dashboard creation and data storytelling experience in Tableau and other business intelligence tools. A knack for finding key insights using data analysis tools such as SQL and Python and leveraging 5+ years of marketing and dashboard designing expertise to maximize stakeholder engagement, highlight potential growth opportunities and centralize data storage and presentation for c-suite executives.

EXPERTISE & SKILLS

Business & Data Analysis | KPI Development and Tracking | Data Visualization | Project Management | Data Cleaning & Preparation | Exploratory Data Analysis (EDA) | Statistical Analysis| Machine Learning | Campaign Management | Marketing Management | Data Extraction | Data Transformation | Relational Database Management System

TOOLS

Microsoft Excel | Microsoft PowerPoint | Tableau | Domo | SQL | PostgreSQL | pgAdmin | Python | Jupyter Notebooks

DATA ANALYSIS PROJECTS

Rockbuster Stealth Analysis | CareerFoundry   March 2025 – May 2025

- Performed table joins, common table expressions (CTEs), subqueries, aggregations, and filtering using PosgreSQL to extract and transform movie rental data from a relational database management system
- Used SQL query outputs to transform data into insights in Tableau visualizations to identify most profitable countries, regions and top spending clients

Chocolate Bar Analysis | CareerFoundry   Aug 2025 – Oct 2025

- Explored patterns in chocolate bar ratings using Python (pandas, NumPy, matplotlib), using supervised machine learning methods (regression), and unsupervised ML methods (clustering) to identify correlation between cocoa percentages and chocolate bar ratings
- Conducted exploratory data analysis and ran data consistency checks, cleansing, wrangling, transformation in Python

PROFESSIONAL EXPERIENCE

MARKETING MANAGER | Cisco Systems Inc. | Raleigh, NC   Mar 2022 – Oct 2023

Ideated and developed various dashboards using Tableau to identify and tracked different metrics and KPIs for improvement in collaboration with cross-functional teams including vehicle leads and data engineering.

- Maximized team engagement via dashboard creation: Generated 100+ clicks from the marketing team by developing an "Ace" dashboard to report brand metrics to c-suite leaders; developed 8 dashboards and jointly migrated 60+ dashboards to tableau.
- Optimized resource utilization by developing and presenting direct and programmatic dashboards to 200+ stakeholders with actionable insights and recommendations for future usage.
- Initiated and managed dashboard creation, engaging multiple regional event leaders and executives to track event results and draw conclusions; ensured constant communication with EMEA stakeholders and monitored data usage with engineering team.
- Product growth optimization via top performer representation: Boosted growth for networking products by designing and presenting presentations to represent top generating platforms, campaigns and program engagement; helped enterprise networking digital marketing teams redefine resource allocation based on top performers.

DATA VISUALIZATION MANAGER | Cisco Systems Inc. | Raleigh, NC   Aug 2018 – Feb 2022

- Cross-functional decision-making support via transparent metrics reporting: Developed 2 separate business unit dashboards (applications and networking) that streamlined report monitoring and planning for driving product business to facilitate various marketing teams; broke down detailed views by regions, sales levels and business entities, and YoY trends.
- Streamlined metrics representation and enabled accurate goal forecasting by restructuring dashboard to showcase weekly pipeline trend of performance against goals.
- Paved the path for potential partner accounts by constructing a Domo dashboard to track real-time account activity and target teams in charge of IoT accounts based on maximum engagement; enabled automatic daily updates on the dashboard as well as providing metrics for quarterly business reviews.
- Supported global advocacy team to draw insights for future initiatives by designing a Domo dashboard collaboratively with the advocacy team; increased dashboard size with various enhancements to cater to the needs of the growing advocacy team.

EDUCATION

Data Analytics Program | CareerFoundry   March 2025 – Oct 2025
Machine Learning with Python | CareerFoundry   Oct 2025 – Dec 2025
BACHELOR OF SCIENCE | Business Marketing & Management | Virginia Tech   2014 – 2018