

Swati Kumari

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SUMMARY

Analytics professional with experience supporting business operations, programmatic advertising, and data-driven decision making for large-scale products. Proven ability to translate data into actionable insights using SQL, Python, and BI tools in cross-functional environments. Holds an MBA and MS in Information Systems (STEM).

PROFESSIONAL EXPERIENCE

Data Science Intern- Data Science for Public Good (AIIRA) Iowa State University Extension and Outreach May 2023- July 2023

- Led a team of four interns to analyze local food market pricing and availability data (e.g., eggs and bacon) across counties, identifying regional price disparities and trends for producers and policymakers.
- Built automated data collection workflows using web scraping and data validation techniques to gather and maintain up-to-date agricultural pricing and supply data from public sources.
- Created geospatial visualizations and interactive maps to illustrate crop pricing patterns and supply–demand dynamics, supporting insights into crop flow efficiency and market optimization.

Accenture - Hyderabad, India

Data Analyst (Client: Google Display & Video 360)

Jun 2018 – Sept 2021

- Analyzed programmatic advertising campaign performance across display and video channels, tracking metrics such as impressions, spend, reach, conversions, and pacing to support campaign optimization and budget decisions.
- Created and maintained standardized performance reports and dashboards using SQL, Excel, and Looker / Data Studio, enabling sales and account teams to monitor campaign effectiveness and client KPIs.
- Partnered with sales, account management, and product teams to investigate performance issues, validate data accuracy, and provide insights on targeting, inventory delivery, and creative performance.
- Conducted trend, variance, and post-campaign analyses to evaluate the impact of bid strategies, audience segments, and flight changes, supporting data-driven recommendations for future campaigns.

Business Operations Analyst (Client: Google Fi)

Feb 2016 – May 2018

- Analyzed subscriber lifecycle and operational performance (activations, churn, usage trends, billing accuracy) using SQL and Excel, supporting day-to-day decision making for customer operations and service planning teams across large-scale subscriber datasets.
- Built and maintained recurring business reports and dashboards in Tableau / Google Looker to track KPIs such as ARPU, customer acquisition efficiency, support volume, and regional service performance.
- Partnered with product, finance, and customer support teams to identify inefficiencies across onboarding, billing, and service delivery, translating analytical insights into actionable operational improvements and policy decisions.

SELECTED PROJECTS

Programmatic Advertising Performance & Optimization Analytics

- Analyzed display and video advertising campaign data to evaluate spend efficiency, pacing, and conversion performance, supporting optimization decisions across programmatic channels.
- Built recurring performance reports and dashboards using SQL, Excel, and Looker / Data Studio to track KPIs such as impressions, spend, and ROI for stakeholders.
- Delivered insights on audience targeting and budget allocation, helping identify underperforming segments and improve campaign outcomes.

Market Pricing & Supply–Demand Analytics for Local Food Systems

- Analyzed regional pricing and availability data for local food markets to identify price variation and supply–demand imbalances across counties.
- Collected and prepared data from public sources using Python and SQL, ensuring data quality and consistency for downstream analysis.
- Developed geospatial visualizations and interactive maps to help stakeholders explore market patterns and distribution challenges.

Business Intelligence & Strategic Decision Support Dashboard

- Designed a business intelligence and decision-support dashboard to monitor operational and financial KPIs for leadership review.
- Integrated data from multiple sources using SQL and Excel and created executive-ready dashboards in Tableau / Power BI.
- Supported planning and scenario evaluation by highlighting trends, variances, and performance gaps to inform strategic decisions.

SKILLS

Analytics & BI: Data Analysis, KPI Tracking, Trend & Variance Analysis, A/B Testing Support

Tools: SQL, Excel, Python, Tableau, Power BI, Looker / Google Data Studio, JIRA, ArcGIS, GitHub, Pandas, NumPy

Domains: Programmatic Advertising (DV360), Customer & Subscriber Analytics, Pricing & Market Analysis

Business: Stakeholder Collaboration, Process Improvement, Decision Support

EDUCATION

Iowa State University - Ames, Iowa

Management of Business Administration (MBA), 2025

Master of Science in Management Information Systems (STEM), 2025

Graduate Certificate in Business Analytics

Jawaharlal Nehru Technological University - Hyderabad, India

Bachelor of Technology in Computer Science & Engineering