

---

## **Professional Summery**

---

- 9 Years of experience in IT Sector having strong analytical skills in Development with Tableau, Power Bi, Cognos and technical implementation with MS SQL server, Oracle, Teradata and Greenplum database
- Tableau professional with rich experience in Advanced Data Analytics, Data Visualization.
- Leading the BI team and sharing guidelines for best practices in development and taking the ownership of all KPIs.
- Delivered KT sessions with team members regarding advance calculations, LOD expressions, Performance improvement best practices, tableau server level till site admin roles.
- Working on end-to-end development of a new set of reports and dashboard using Tableau.
- Analyzing user requirement, validate available data, propose a usable design, development and publishing on tableau server with user level security.
- Demonstrated capability in performing Exploratory Data Analysis (EDA) and transforming raw data into meaningful and useful information for business & display in suitable objects (Analysis, Graphs, Dashboards, KPI's, Reports and Other Methods) which leads to making better business decisions.
- Having strong investigative and trouble shooting skills for performance improvement of tableau dashboards.
- Experience in Tableau with R integration for advance analytics.
- Experience in connecting and extracting data from different data sources and data blending.
- Experience in managing users, groups, sites, permissions, and roles on Tableau server.
- Extensively wrote custom SQL queries, Stored Procedures in MS SQL Server and Teradata.
- Knowledge on Datawarehouse in Schemas like Star-Flake, Snow-Flake and dimensional modeling.
- Experience in interfacing with business stakeholders and technical teams, facilitating requirements work sessions, and writing detailed Business Requirements for moderately complex projects.

---

## **Work Experience**

---

- **IBM India Pvt. Ltd, Kolkata, BI Consultant** (08 Nov 2018 to Present)
  - **TATA Consultancy Services, Kolkata, Sr. Business Analyst** ( 13<sup>th</sup> September 2016 to 5<sup>th</sup> Nov 2018)
  - **Operative (India) Inc., Bangalore, Tableau Developer** (from August 2014 to September 2016)
  - **Gujarat InfoTech Limited, Software Engineer** (13-Jun-2012 - 14-Aug-2014).
-

## Technical Skills

---

- **BI Tool:** Tableau Desktop 2020.4.1, Tableau Server 2020.4.1, Power BI Desktop and Pro, Cognos 11.
  - **Domains:** Digital Marketing, Media, Telecom, BFSI, Retail, Consumer Products Goods (CPG), Automobile Industry
  - **Database:** MS SQL Server, Teradata, Oracle, Mysql, Greenplum
  - **Ticketing Systems:** Salesforce, Snow
- 

### Project #1.1 (IBM India Pvt.Ltd)

**Project** : FSC KPI (Consumer Product Goods)

**Client** : Phillip Morris International

**Role** : Tableau Lead (12 Nov 2018 to Present)

#### **Description:**

Philip Morris International Inc. (PMI) is a Swiss-domiciled multinational cigarette and tobacco manufacturing company, with products sold in over 180 countries. The most recognized and bestselling product of the company is Marlboro. We have developed the tableau dashboards based on KPIs of different business functional areas that are monitored and used by business in a daily, weekly and monthly Invoice, cost, sales by market and region specific.

#### **Roles and Responsibilities:**

- Working with business stakeholders and participated in requirement gathering sessions to understand the business needs.
- Leading a team of 7 members during the run & support of project...
- Worked on different Ad-hoc scenarios to come up with various functional specs / Demo's for User acceptance.
- Prepared Dashboards using advance calculations with rich visualizations and drill-down features in tableau dashboards.
- Provided customer support to Tableau users and Wrote Custom SQL ,Stored procedures to support business requirements.
- Expert level capability in Tableau calculations and applied complex, compound calculations to large, complex data sets. LOD expressions in tableau dashboards.
- Combined views and reports into Interactive Dashboards in Tableau Desktop that were presented to Business users, Project Managers and End Users.
- Implemented user level and row level security to all KPIs based on geo-location specific.
- Resolved tableau extract refresh issues in tableau server.
- Performance tuning and troubleshooting of tableau dashboards and did performance improvements in dashboards depend on high volume data.
- Daily, weekly and monthly data wrt job monitoring in SSIS and Data Staging for the tableau dashboards of all KPIs.
- Resolving tableau server-side issues such as extract refresh failures, user roles details, custom schedulers.
- Daily scrum board update of every sprint planning.

- Having the role as a Scrum Master, leading the daily scrum call and sprint retrospective call with customer of internal team member of 13 resources.

### **Project #1.2 (IBM India Pvt.Ltd)**

**Project** : SPICE (Consumer Product Goods)  
**Client** : Phillip Morris International  
**Role** : **BI Consultant** (2<sup>nd</sup> Sept 2019 to July 2020)

#### **Description:**

- Translated the business needs into system requirements by communicating with the business on non-technical level and with the System Analyst on technical level.
- Migrated Cognos reports into Tableau and Power Bi.
- Deployed rich graphic visualizations with Drill-down features parameterized views using Tableau.
- Did conditional formatting on layout containers, Mark Cards changes.
- Troubleshooting and did the performance improvement of complex dashboards.
- Imported data from SQL Server database by creating new stored procedures and optimizing existing queries and stored procedures.
- Created Dax Queries to generated computed columns in Power BI and generated computed tables in Power BI by using Dax.
- Published Power BI Reports in the required workplaces and embedded the dashboards with other web applications of customer.
- Scheduled Automatic refresh and scheduling refresh in power bi service.
- Developed analysis reports and visualization using DAX functions like table function, aggregation function and iteration functions.
- Worked on all kind of reports such as Quarterly, Monthly, and Daily.
- Executed dashboard setups and data manipulation using DAX.

#### **SPICE Cognos Reporting :**

- Communicated with stakeholders to define business strategy to create centralized reporting capability for analytical and ad hoc reporting.
- Used various kinds of Filters, List reports, Cross tab and sub queries.
- Created a dashboard for merchandising department to have a display of all the aspects of the merchandising report.
- Documented and analyzed user requirements.
- Used cascading prompts, drill-through, sub-reports, summaries, conditional formats, grouping and parameters in filters.

### **Project#2 (TATA Consultancy Services)**

**Project** : Risk Analysis (BANKING)  
**Client** : CITIBANK US  
**Role** : Tableau Developer (5<sup>th</sup> Jan 2018 to 05 Nov 2018)

#### **Description:**

Citibank is the consumer division of financial services multinational Citigroup. The bank has 2,649 branches in 19 countries, including 723 branches in the United States. We have migrated the existing SAS analysis and reports into Tableau data visualization for its Risk Analysis Module for Mortgage and Landing using Tableau Desktop, MS SQL server database and SAS analytical data.

### **Roles and Responsibilities:**

- As a Tableau developer, responsible for the design, development and production support of interactive data visualizations used across the company.
- Designed and developed various data visualizations for dashboard and ad-hoc reporting solutions by Consolidating data from multiple data source and blend in tableau.
- Used and created various visualizations in reports like scatter plot, box plot, bar graphs, Gantt charts, trend lines, waterfall charts, heat maps, geo-maps allowing end users to utilize full functionality of the dashboard.
- Created complex dashboard using parameters, sets, groups and calculations and drill down and drill up in worksheets and customization using filters and actions.
- Tableau mapping features was used to display geographic data which can be drilled down to other dashboards using action filters.
- Publishing workbook to the server and scheduling extracts.
- Created site users in Tableau Server and assigned user roles to site users according user roles.

### **Project#3 (TATA Consultancy Services)**

**Project** : All Digital (Telecom)

**Client** : COMCAST

**Role** : Tableau Developer (03 Oct 2016 to 29<sup>th</sup> Dec 2017)

### **Description:**

Comcast Corporation is an American global telecommunications conglomerate that is the largest broadcasting and cable television Company in the world by revenue and it is the largest cable TV company and largest home Internet service provider in the United States, also the nation's third-largest home telephone service provider. I have developed Dashboards for visualizing insight of its big dataset. Dashboards are used for monitoring current sales and revenue, customer feedback, expanding its network in entire US as well as help in making future decisions.

### **Roles and Responsibilities:**

- Exploratory Data Analysis using Tableau.
- R integration with Tableau for modeling like Cluster Analysis and Decision Trees.
- Consolidated data from multiple data source and blend in tableau.
- Wrote calculation fields for data manipulation and Implemented auto-scheduling for regular updates.
- Tableau mapping features was used to display geographic data which can be drilled down to other dashboards using action filters.
- Deciding on what to include in views/dashboards from the data source so that user's ad-hoc queries can be answered without degrading the performance
- Publishing workbook to the server and scheduling extracts.
- Creating and maintaining Users, Groups and Permissions.
- Creating user documentation for existing dashboards.
- Maintaining existing, long-term relationships with customers.

## **Project#4 (Operative Media)**

**Project** : Digital Campaign Execution Report (Digital Marketing)

**Client** : AOL Inc.

**Role** : Tableau Developer (1<sup>st</sup> Oct 2014 to 31<sup>st</sup> Mar 2016)

### **Description:**

AOL Inc. is an American multinational mass media corporation based in New York City that develops, grows, and invests in brands and web sites. The company's business spans digital distribution of content, products, and services, which it offers to consumers, publishers, and advertisers. Developed reports using Tableau. We have a connection established from tableau to SQL Database where regular extracts are created, and worksheets are published for business.

### **Roles and Responsibilities:**

1. Working with Business Analyst and the Business users to understand the user requirements, layout, and look and feel of the application to be developed.
2. Use Tableau Desktop to analyze and obtain insights into large data sets.
3. Data blending implemented on SQL databases and generated interactive dashboards.
4. Use various charts like Heat Map, Tree Map, Bar Chart, Line Chart, Scatter Plot, Bubble Chart, Pie Chart, and Geographical charts like Filled Map and Symbol Maps and costume charts such as Bar Inside Bar, Bump Chart, Funnel Chart, Geo Graphical Chart, Donnut Charts, Dual Axis Charts for costume and best visualization with understanding.
5. Used Table Calculations, parameters, Functions, Advanced Filtering, and Trend Lines for Scatter plot and forecasting reports.
6. Developed user documentation guide for the end users reference.
7. Updating the status to the Manager on daily and weekly basis.

## **Academic Details**

---

- Completed **MCA** (Master in Computer Application 2009-2012) from Roland Institute of Technology under **Biju Pattnaik University of Technology**.
- Completed **BCA** (Bachelor of Computer Application) in 2009 from Roland Institute of Computer & Management Studies, under **Berhampur University**.