

# VAISHNAVI RACHAMALLA



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## Career Objective

Focused professional with over 4 years of experience and proven knowledge in Data Analysis, Data Visualization and advanced technology. Ambitious to put my learnings into use to advance the company's business operations goals and strategic initiatives to deploy new technology.

## Professional Summary

- 2 Years of experience in Data Analysis, Data Visualization, Development and Implementation of BI tools.
- Strong hands on experience in designing and developing reports and Dashboard using Tableau Desktop, Tableau Desktop (Public) and Tableau Server.
- Design solutions that align with the firm's data management principles, policies, standards and best practices.
- Develop and deploy dashboards, visualizations, autonomous and dynamic reporting interfaces via the BI reporting platform, web portal, mobile, tablet devices, widgets and email.
- Optimize report distribution, execution and the scalability of all reporting solutions so they are autonomous and dynamic.
- Work with the Data Management team to provide input on logical and physical database design & data modeling.
- Strong proficiency with SQL, Advance MS Excel, MS Power-Point.
- Used Predictive analysis such as machine learning techniques for Analysis of data.

## Skills

- |                                 |                         |
|---------------------------------|-------------------------|
| • Tableau                       | • Advanced Excel        |
| • Data Analysis & Visualization | • Outlook               |
| • SQL                           | • Strong decision maker |
| • Project Management            | • Leadership            |
| • Microsoft Office              | • Ownership             |
| • Tally                         | • Time Management       |

## Experience 1

### Amazon Data Services, Hyderabad

*ML Data Associate, (06/2019 – Present)*

### Roles and Responsibilities:

- Work closely with ETL developers, DBA's and other BI developers.
- Generate large and complex data extracts and queries for data analysis by utilizing various database schema such as MySQL Server, AWS, Oracle, and Netezza etc.

- Interact with different teams, analyze joins to update the database and retrieve data for data analysis and validation using Salesforce, Excel, MicroStrategy and MySQL etc.
- Designed, Development, Tested & Maintained Tableau customized & interactive reports, dashboards and report scheduling using Tableau server as per user requirement.
- Created filters, Groups, calculated fields, parameters and sets for preparing dashboards and worksheets in Tableau.
- Mastered the ability to design and deploy graphic visualizations with Drill Down and Drop down menu options using Hierarchy's in Tableau.
- Develop data visualization using Text tables, bar charts, stacked bar, Heat Maps, Geographic maps, Line charts, Pie charts etc. as per functionality.
- Work with various Team Members, internal departments and third-party agencies on report business requirements, documentation, timelines, testing, and technical delivery to create dashboards like daily, weekly, monthly reports using Tableau desktop & publish them to server.
- Mentor other developers for support of newly created reports.

## **Experience 2**

### **Amazon Data Services, Hyderabad**

*Data Analyst, (07/2018 – 06/2019)*

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

- Experience in Artificial Intelligence data for Alexa, data analysis, providing training and testing data in order to simplify the process.
- Skilled in Transcription, Natural Language Understanding, Annotation, GSR and data research.
- Understanding the user commands and feeding them in the device.
- Preparing the error categorization report and implementing new techniques to reduce them.
- Responsible for conducting regular meetings to calibrate the team.
- Contributed my work towards launching Indian version of Alexa (Local languages and English), launching Hindi speaking Alexa, Developing NLU 2.0 data base and improving Alexa.

## **Experience 3**

### **Factset Systems India Pvt. Ltd, Hyderabad**

*Equity Research Analyst, (06/2017 - 06/2018)*

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

- Analysed and configured company's financial data for the use to potential investors or company's clients.
- Sourcing financial information from the financial reports of the various companies which are released to the stakeholders.
- Conducted various financial analysis like cash flow analysis, Income statement analysis, earnings per share analysis, financial position analysis etc and gained expertise in it.
- Presenting research reports in standardized formats and in conformance with IFRS standards.
- Provided strategic forecast support.
- Successfully established a good team work and received many appreciations from the lead.
- Experienced in managing multiple tasks in fast paced, intense deadly environment.

## Projects

### 1. Title: Retail Management Dashboard

Role:

- End to End development from pulling ERP data to Tableau Desktop
- Design, Development, Data Flow analysis, Implementation of Tableau reports for retail management
- Publish Tableau Reports through Tableau Server to Business users to display dynamic measures in more granularity.

Tools: Tableau, MS Excel, MS Power Point, Tableau Server

### 2. Title: Automotive Business Intelligence

Role:

- Pulling the ERP data form share drive in Tableau.
- Creation of ABI dashboard which provides project insight using custom calculations based on Case statements for conditional formatting.
- Developed dual axis and blended axis charts.
- Develop the reports using different Date Calculations, Set, Parameters, and Groups.
- Developed the reports using Parameter to display Dynamic Dimensions, Dynamic Measures and Dynamic Graphs etc and Publish Dashboard through Tableau Server

Tools: Tableau, MS Excel, MS Power Point, Tableau Server

### 3. Title: Business Segment Dashboard

Role:

- Pulling the ERP data and Excel Tracker form share drive in Tableau
- Creation of Business Segment Dashboard which provides insight view of Customer Count with All metrics information.
- Created Daily Trend lines and highlighted Top 10 Customers.
- Publish Tableau Reports through Tableau Server to Business users.

Tools: Tableau, MS Excel, MS Power Point, Tableau Server

### 4. Title: Accelerator Program Dashboard

Role:

- Pulling the ERP data and Excel Tracker form share drive in Tableau
- Actionable view of request aging due to various constraints.
- Created the Calculated columns and measures
- Created Running Total along with values.
- Publish Dashboard through Tableau Server

Tools: Tableau, MS Excel, MS Power Point, Tableau Server

## **5. Title: Sample Superstore Analysis**

Role:

- Development of KPI Metrics on all important measures
- Designed, developed and implemented Tableau reports.
- Developed Reports using joins, Table Calculations and level of detail expressions
- Used parameters and input controls to give users control over certain values.
- Developed Interactive dashboards by making use of action filters.

Tools: Tableau, MySQL Server, MS Excel, MS Power Point, Tableau Server

## **6. Title: NLU 2.0**

Role:

- In NLU (Natural Language Understanding) project, we upgraded the previous convention for precision of Alexa

## **7. Title: SELF Tool**

Role:

- Created an entire Database for my team to review their work themselves.
- Later it got implemented in all locales.

## **8. Title: Employees Motivation Study**

Role:

- I conducted a research on Motivation levels of employees in MNC's. It got published at International Conference at SDMIMD in 2016

## **Education**

**B.COM - REGULARS**

*Bhavans Vivekananda College (2014 – 2017)*

## **Personal Details**

**Father's Name** : R. Srinivas

**Date of Birth** : 04-12-1996

**Languages known** : English, Telugu and Hindi

**Hobbies** : Throwball, Badminton, Carroms, Sketching, Travelling, Cooking and Reading

Yours Truly,  
Vaishnavi