

## DATA ANALYTICS & BUSINESS INTELLIGENCE PROFESSIONAL

### OBJECTIVE

*Seeking a challenging position as Business Intelligence Analyst, Data Analytics, and Advanced Analytics with an organization of high repute to contribute with acquired skills and knowledge*

### PROFESSIONAL VALUE OFFERED

- A high impact Certified Scrum Master, Tableau certified and Dual Post-Graduate in Marketing Management and Data Analytics, with **more than 7 years'** experience in data analytics and business intelligence, with an understanding of business implications, and the ability to translate business requirements into technical solutions
- Instrumental in designing customized and interactive databases, dashboards, and Machine learning algorithms, dealing in advanced analytics, and handling business intelligence and data warehousing projects
- Proven expertise in mapping requirements via stakeholder interactions, gathering requirements via clients or stakeholders interaction, offering the best solutions, and conducting Knowledge Transfer sessions
- Proficient in handling credit monitoring, asset management, financial reporting, marketing intelligence, data collection, data crunching and analysis, business understanding, and market strategies
- Expertise as a scrum master in comprehending scrum delivery and ability to customize the end to life cycle to suit the end needs of the client
- Effective as a consultant in leading teams, providing support to junior team members, offering estimations and projections on scope and deliverables, interacting with clients, gathering requirement on complex reports, and converting them into feasible technical solutions

### KEY COMPETENCIES

*Business & Marketing Intelligence  
Machine learning  
Reports & Dashboard  
Development Data Visualization  
Scrum*

*Data Mining  
Requirement Gathering &  
Analysis Statistics  
Tableau  
Statistic Learning*

*Supply Chain  
Analytics Marketing  
Analytics Financial  
Reporting Account  
Management Product  
Ownership*

## PROFESSIONAL EXPERIENCE

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### JOHNSON & JOHNSON, India

Oct 2020 - Present

#### Reporting Integration Lead

- Lead the integration team of EMEA medical reporting on Tableau
- Coordinated with business in requirement gathering , wire framing and development
- Lead the Business Testing of Global finance reports

### DELOITTE USI, Hyderabad, India

Feb 2017 – Aug 2020

#### Consultant

- Designing and introducing customized dashboards and reports via Tableau and Qlik Sense visualizations
- Mapping requirements via stakeholder interactions, and offering the best solutions involving evaluation and definition of reporting scope, and finalization of business intelligence requirements
- Handling large data sets including big data platforms like HIVE and Big Table to create visually compelling and actionable interactive reports and dashboards
- Defining specifications and designs, and ensuring back-to-back BI reporting
- Verifying the impact of modifications in the existing structure and implementing the same into the system in coordination with the business teams
- Supporting the design, development, testing, and deployment of custom data warehouse systems
- Defining data requirements and designing databases to accomplish clients' business objectives
- Delivering projects within deadlines, and extending post-implementation and maintenance support to the technical support team and clients
- Identifying data requirements and developing data warehouse and business intelligence applications as per clients' business objectives
- Developing effective reports to resolve business-critical issues with data helping data-driven decision-making
- Generating ad-hoc reports to assist senior managers on the key KPIs
- Steering the team and supporting the junior team members with estimations and projections on scope and deliverables
- Liaising with the clients to meet requirements on complex reports and convert them into feasible technical solutions
- Conducting KT sessions to support the team following the production of reports
- Worked actively in sprint planning and suggested measures which reduced the defects in the testing phase

#### Others:

- Developed operational reports and dashboards on the supply chain, marketing, and finance aspects that improved the efficiency in the supply chain, go-to-market strategy, and balance sheet reporting
- Succeeded in working on 12 reports on the current deployment and offered technical/business expertise in report design, client interaction, data mining, requirement gathering, SQL query, dashboard building, etc.
- Reduced over-stocking by 50%, assisted clients in effective planning of warehouse capacity, improved profitability of supply chain by 30%, and identified aging of outstanding payments
- Assisted the client in clearing outstanding receivables and payments in a quarter, leading to a reduction of bad debts by 60%, and supported in tracking invoices which were on hold
- Tracked in-transit inventory and marketing dashboards which increased revenue of the clients by 25% YOY
- Used the dashboards to meet 85% SLA of clients without increasing the cost of inventory
- Performed demand forecasting thereby reducing stock pileups and inventory planning
- Streamlined pricing and marketing spend thereby increasing total ROI by 15%
- Assisted client in RFP analysis, customer lifetime value, new target segmentation and customized communication that boosted ROI by 25% approx.
- Helped clients in designing market strategies for new markets via go-to-market strategy analysis
- Supported the clients in understanding the financial health of business utilizing financial reporting
- Liaised with clients to provide technical and non-technical solutions
- Grabbed the business implications and translated business requirements into technical solutions
- Understood the scrum delivery and customized the end-to-life cycle to suit end-needs of the clients
- Introduced advanced business logics in Tableau to present data in the most comprehensive manner
- Performed root cause and trend analysis on negative impacts on system resources and assisted in establishing and maintaining the service level agreements thereby enhancing corporate revenue
- Conducted data analysis using logistical model, tree classification and random forest method to identify and improve the accuracy in the R platform

- Bagged the Spot Award twice for excellent performance in Enterprise Analytics and Enterprise Reporting Analytics using Tableau and Qlik Sense in 2018 and 2020 respectively

## **BANK OF BARODA, Hyderabad, India**

**Jun 2014 – Jun 2016**

### **Officer- Scale 1**

#### **Highlights:**

- Reduced bad debts by 60% through continuous monitoring of financial activities
- Financial reporting helped the client in understanding the financial health of the business
- Acted as the Credit-In-Charge and successfully enhanced the credit portfolio by 10%
- Assisted the bank to monitor compliance within RBI guidelines
- Curtailed NPA by 70% via debt recovery and Sarfesi, traced high-risk assets and reported weekly on the health of assets
- Improved the risk rating of the branch each year, and worked on credit monitoring, leading to a reduction in risk of the branch and increase in asset portfolio by 10%

## **SIFY TECHNOLOGIES, Hyderabad, India**

**May 2011 – Nov 2012**

### **Management Trainee / Analyst**

#### **Highlights:**

- Managed marketing intelligence, collected data, and reported it to the management on relevant opportunities for sale, thereby up-selling/cross-selling services and enhancing profits of the unit by 25%
- Used data analytics to provide ad hoc reporting to management
- Succeeded in bringing about an increase in new client acquisition and up-selling/cross-selling opportunities

## **TECHNICAL PURVIEW**

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- **Analytics:** Tableau, Qlik Sense, Google Cloud Data Studio, Python and Machine learning
- **Business Analysis :** Stake holder management, Sprint planning, Product owner, Requirement gathering, User story, effort estimation, Scrum master
- **Advanced Analytics:** Statistics, OLS Regression, Logistic regression, Tree classifier, Random Forest, Knn classifier, Clustering and Ensemble Learning, Neural Networks, Hadoop, Hive, Alteryx, Excel, R, and Big Data
- **Data Preparation and Database:** MYSQL, RDBMS, Oracle SQL, Data Warehousing, OLAP, and CUBE

## **ACADEMICS**

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- **Certified Scrum Master** | Scrum Alliance 2019
- **Post-Graduation (Advanced Analytics)** | SP Jain School of Global Management, Mumbai 2017
- **Post-Graduation Diploma in Mgmt. (Marketing - Retail)** | Institute of Public Enterprise, Hyderabad 2011
- **B.Tech. in Electronics & Communications Engineering** | Guru Nanak Engineering College, Hyderabad 2009
- **Tableau Desktop Specialist** | Tableau

## **PROJECTS HANDLED**

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- Business Intelligence Reporting for Supply Chain Streamlining: SSRS/Tableau and PowerBI
- Enterprise Reporting Analytics: Tableau ,Qlik Sense and GCP Data Studio
- NGIT Enterprise Analytics: Tableau, Qlik Sense, and Advanced Analytics