**PRIYANKA REDDY**

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**Business Intelligence Specialist**

**Professional Summary:**

• 10+ years of extensive experience working with Business Intelligence data visualisation tools with specialisation on Tableau and Power BI.

• Mastered Tableau to identify trends and relationships between different pieces of data, draw appropriate conclusions and translate analytical findings into risk management and marketing strategies that drive value.

• Hands-on development assisting users in creating and modifying worksheets and data visualisation dashboards.

• Administered user, user groups, and scheduled instances for reports in Tableau.

• Created incremental refreshes for data sources on Tableau server.

• Utilised all Tableau tools including Tableau Desktop, Tableau Server, Tableau Reader, and Tableau Public.

• Established Best Practices for Enterprise Tableau Environment and application intake and Development processes

• Experienced in troubleshooting and performance tuning of reports and resolving issues within Tableau Server.

• Installed patches on server and documented upgrade plan

• Extensively used Tabakman and Tabacum commands in creating backup's and restoring backups of Tableau repository.

• Assisted in designing and development of technical architecture, requirements and statistical models.

• Provided assistance for pattern recognition of financial time series and forecasting of returns.

**Professional Experience**

**Business Intelligence Specialist**

**Groupon, CA January 2022 to Present**

**Responsibilities:**

* Capable of defining KPI's, creating KPI reports and drawing deep analytical insights to meet business
* Strong experience in data modelling and coding optimized, advanced SQL queries, R, Python.
* Done Data visualization in Power BI to know which services have the most usage according to Active usage and PAU's.
* Lead the Data Visualization DV Working Group, Serving as the Tableau subject matter expert
* Designed, developed Tableau Server/Desktop BI Reports, Dashboards and Alerting solutions
* Communicated key findings and recommendations to provide business analytics to the executives
* Created Tableau scorecards, dashboards using stack bars, bar graphs, scattered plots, geographical maps, Gantt charts.
* Worked on motion chart, Bubble chart, Drill down analysis using tableau desktop.
* Creating users, groups, projects, Data connections, settings as a tableau administrator.
* Creating new Schedule's and checking the task's daily on the server
* Maintaining server activities, user activity, and customised views on Server Analysis.
* Involved in installing tabacum to schedule the report's and setup email reports using command lines
* Analyzed and processed complex data sets using advanced querying and visualisation tools.

**Senior Tableau Specialist**

**Zscaler, Chicago, IL January 2020 to December 2021**

**Responsibilities:**

* Tableau Desktop Specialist with strong hands-on experience in fetching data from various data sources and creating meaningful Reports using actions, sets, groups, calculated fields, LODs, parameters and data blending
* Designed and Automated complex analytical dashboards in Project Management and Cost Comparative Analysis.
* Built Data pipelines in Alteryx to pull in data from multiple sources like API's from Wrike to Snowflake Data warehouse.
* Worked on building machine learning models for churn prediction, segmentation of customers using clustering techniques and classification algorithms.
* Looked into customers billing data and identified patterns to analyze the impact of variables on payment and visualized data using python library names Matplotlib.
* Created Daily, Weekly, Monthly, Quarterly, and Annually illustrative interactive dashboards to analyze the billing patterns of customers.
* Analyzed customer inquiries and efficiently classified them to help the support team in prioritizing the issues.
* Worked on extracting data from different sources, data cleansing, feature engineering, and handling missing values.
* Automated tasks by developing helper functions in Jupyter Notebook (Python) and implemented in model prediction.
* Predicting the model outputs to Non-Technical Management in order to make business decisions.
* Efficient in finding out the best models for a dataset through model accuracy methods, test -train scores and other methods.
* Building Dashboards with KPI's indicating customer's billing data, business requirements.

**Environment**: Python, R programming, Tableau, Snowflake, Microsoft SQL Server, Alteryx, Excel, Hadoop, Python, ETL, R, Pig, Hive, Sqoop, Flume, MapReduce, HDFS, LINUX

**Lead business Intelligence Specialist**

**Equinix, Sunnyvale, CA January 2018 to December 2019**

**Responsibilities:**

* Actively Engaged in multiple projects and built reports, dashboards that catered to requirements of diverse teams
* Supported Marketing team with analysis on contact rates, conversion rates, agent's performance, broken links, and process improvisation to increase revenue
* Introduced a new live dashboard that helps sales representatives to make ad hoc business decisions during the calls with the providers, thus increasing their productivity
* Trained an analyst on how to gather and pull data through optimized SQL querying into Power BI and Tableau
* Experience in writing Advanced SQL QUIRES and DAX functions.
* Deriving business decisions from ML models in reducing the acquisition cost of new credit card customers, strategies to define and targeting new customers segmentation.
* Identifying and acquiring the primary data and secondary data through surveying techniques and different sources.
* Identifying the contributing factors in the market to research on towards the product.
* Worked on large datasets and performed regression and classification models like linear, logistic, probit etc.
* Responsible for end-to-end cycle including Data gathering, Data Analysis, Data pre-processing, Data Cleansing, building, deploying, and maintaining the machine learning models.
* Developed interactive dashboards, created various Ad Hoc reports in Tableau by connecting various data sources to find out the relationship between variables.

**Tableau & Data Analyst**

**Nizam, Hyderabad, Telangana January 2016 to December 2017**

**Responsibilities:**

* Analysed requirements and prepared design/mapping documents.
* Involved in end to end implementation and enhancements of retention campaigns ,data starting from requirement gathering and dashboards development in Tableau Desktop.
* Created numerous dashboards in Tableau Desktop based on the data collected from Campaigns by importing and blending data from MS Excel and CSV files along with MS SQL Server Databases.
* Complied interactive dashboards in Tableau Desktop and published them to Tableau Server which allowed story telling behind the Mobile App usage with Quick Filters for on demand needed information with just a click of a button.
* Performed data analysis on daily, weekly, and monthly scheduled refresh of data based on that business or system change to ensure that the published dashboards are displaying accurate and up-to-date information.
* Created various reports like Trending Report, Roll Rate Report and Effectiveness Report for the Test vs. Control analysis. The goal was to check effectiveness of various campaigns (viz. E-mail, Direct Mail, Phone Call, Texting etc.) for the Collections department

**Data Analyst**

**Milestone Technologies Inc, Hyderabad, Telangana June 2014 to December 2015**

**Responsibilities:**

* Created rich dashboards using tableau desktop and prepared user stories to create compelling dashboards to deliver actionable insights.
* Transformed raw data into MySQL with custom-made ETL application to prepare unruly data for reporting
* Setup and Deployed tableau server to publish dashboard to a central location for portal integration.
* Published Dashboards onto Tableau Server and from there consumers would choose viewing medium laptop, pc, iPad
* Expertise in BW Performance Tuning: Performed tuning measures of Queries by maintaining Aggregates, Roll up, Compression, partition, Process chains, indexing of info cubes and use of statistics for the same.
* Build the packages for the corresponding templates within ER Executive Reporting to design the report in desktop Intelligence accordingly to the reporting requirements

**Analyst**

**Luxoft, Hyderabad, Telangana July 2013 to May 2014**

**Responsibilities:**

* + Used Django Database APIs to access database objects.
  + Writing Constraints, Indexes, Views, Stored Procedures, Cursors, Triggers and User Defined function.
  + Used Python and Django Framework to develop the backend of the web application, along with REST API
  + Rewrite existing Python/Django modules to deliver certain format of data.
  + Used JQuery for all client-side Java script manipulation.
  + Designed and developed data management system using MySQL.
  + Created unit test/regression test framework for working/new code.
  + Developed entire frontend and backend modules using Python on Django Web Framework.
  + Wrote Python scripts to parse JSON documents and load the data in the database.
  + Developed views and templates with Python and Django's view controller and templating language to create a user-friendly website interface.
  + Handled all the client-side validation using JavaScript.
  + Using Subversion control tool to coordinate team-development.

**Technical Skills**

Microsoft Tools: MS word, MS excel (Formulas, VLOOKUP's, Filtering, IF statements, Pivot

Data Science: Linear regression, Logistic regression, K-Model

Programming: Python, R, SQL, Power BI, ETL, Visual Studio.

Databases: SQL, NOSQL HBase, MYSQL, Excel,

Tools: Tableau, Power BI, SAS enterprise guide, Visual Studio, Azure deveops, SPSS, STATA, Jupiter Notebook, PyCharm, R-studio, Anaconda, Alteryx, MYSQL, Mango DB

tables), MS PowerPoint

Operating System: Windows, Mac, Linux and Unix