I am a highly organized, efficient, skilled professional worked in deadline driven environments prioritizing my job duties and thriving within high pressure and love the variety and challenges that a Business Analyst / Data Analyst / Reporting Analyst / Data Visualization / Business Intelligence Developer role has.

* Hands on experience of working on SCM modules (Order Management, Inventory, Shipping Execution, Advanced Pricing) for Discrete Manufacturing and Distribution / Retail Industry
* Excellent business process and functional knowledge in Retail Operations, Supply Chain Management, ERP, Learning Management system, Banking, Healthcare, Pharma, Educational Institutions, Insurances, Manufacturing and Inventory management working experience and even in non-profit organization
* Strong working knowledge of relational databases such as Microsoft SQL Server different versions
* Business Analysis, Data Analysis, System Analysis, ETL Development, Data Modelling, Data Mapping and Project Management, using R, Python libraries, Tableau, Power Apps, AWS Quick Sight, Data Lake, Adobe, Google Analytics, Salesforce, Power BI - DAX, Query M-Formula, Reports and Dashboards visualizations, programming, prototyping
* Experience of working cross-functionally, gathering requirements, business process, data migration and integration processes, development, Account Management works, inter connections within various applications
* Microsoft SSIS, SSRS Experience working with and configuring data-driven applications
* Experience in constructing Triggers, User Functions, Views, Indexes, User Profiles, APIs, Repository management, Relational Database Models, Data Dictionaries, Data Integration and Mapping and advanced Excel features also
* Expertise in Data Preparation and Analysis using various tools, schemas and models
* A self-starter who enjoys working in a collaborative team independently as needed with in focused environment with high energy, ability to multitask, prioritize conflicting demands with experience in communication (verbal and written) skills with documentation and both technical and non-technical team
* Ability to lead, work and influence a diverse group of stakeholders
* Working knowledge of structured programming, including ability to analyze, design, code, test and debug

**EDUCATION**

* **MASTER OF COMPUTER SCIENCE - Specialization in DATA ANALYTICS and SOFTWARE ENGINEERING**
  + Illinois Institute of Technology, Chicago, Illinois
* **BACHELOR OF COMPUTER SCIENCE - 2014**
  + SRM University, Chennai, Tamil Nadu, India

**TECHNICAL SKILLS -**  *For master’s projects, certifications and more details refer LinkedIn:* [*kavyagoli*](https://www.linkedin.com/in/kavyagoli/)

* **Statistical Tools Languages**: R, Tableau, Python, SAS, Power BI, Jupyter Anaconda, Orange, AWS Quick Sight
* **Salesforce:** Administration Account management, Objects and fields, Records, Process Builders, Workflow rules, Email Alerts, Lightning and Classic Pages Layouts, Object Management, Schema Builder, Reports, Dashboards, Permissions, Einstein Analytics, SF Marketing Cloud, Apex, Triggers, Formulas, SOQL and SOSL
* **IDE**: MS Visual Studio, Eclipse, RStudio, Android Studio, Idle, Visual Studio Code, Spyder
* **Databases**: Oracle 10g, MySQL, SQL, PL/SQL, NoSQL, Salesforce Database, MongoDB, MS Access
* **Microsoft:** Office - MS Access, MS Excel, MS One Note, MS Outlook, MS Power point, MS Project, MS Publisher, MS Share Point, MS Visio, MS Word, MS Teams, MS Power BI, MS PowerApps, Azure, OneDrive
* **Programming Languages:** Asp.net, .net, Core Java, C, C++, C#, F#, Model View Controller (MVC), R, Python (Bokeh, SciPy, Scikit Learn, Matplotlib, NumPy, Pandas, TensorFlow and other Libraries), VB.NET
* **Front End Technologies:** Bootstrap, CSS, HTML, Java Script, Angular JS, jQuery, AJAX, JSON, XHTML, XML
* **Program Methodologies:** Agile (Scrum, Asana, Jira, Share point Management tools), Kafka, Waterfall
* **Predictive Analytics:** Data Preparation Analysis, CART (Classification and Regression Trees), Forecasting, KNN, Logistic, Multiple Regression, Naive Bayes, Random Forests, SVM, Time Series and Fact-Based Analysis
* **Data Modeling:** Regression, Clustering, Response Modeling, Neural Networks, Decision Trees, Correlations, PCA), Forecast Analysis (FA), Function Analysis (FA), Finance Analysis, Failure Analysis, ANOVA, T - Tests, Hypothesis Testing, NLP, Inferential Statistics, Fraud Analytics, HR Analytics, Healthcare Analytics and Insurance, Object Oriented Analysis Design (OOAD), Strengths, Weaknesses, Opportunities and Threats Analysis (SWOT)
* **Text Mining:** Categorization, Text Clustering, Natural Language Retrieval, Sentiment Analysis, ER Modeling, Linguistic Learning, Lexical Analysis - Word Frequency Distributions, Pattern Recognition, Tagging /Annotation, Information Retrieval/Extraction, Dimensionality Reduction, Web Mining
* **Software Diagramming Tools:** (Windows/Web) Ms. Office - MS Visio, Lucid chart (Web), Visual Paradigm
* **Conferencing Tools:** Slack, Skype, GoToMeeting, Google Hangouts, Team Meetings, Cisco WebEx, Zoom
* **Canvassing Tools:** National Builder, e-Canvasser, Field Edge, Trailblazer, NGP VAN
* **Unified Modelling Languages (UML)**: Behavioral and Structural UML Diagram, Timing and Use Case Diagram, Interaction Overview Diagram, Activity Diagram, State and Class Diagram, Object Diagram, Communication UML Diagram, Sequence UML Diagram, Component, Package Diagram, Profile Diagram
* DBMS, Artificial Intelligence, DevOps Tools, GitHub, Project Designing, Developing, Coding, Testing, Debugging and Implementation, AWS Data Analytics Quick Sight, Security, MDM, Medicaid Management Information System (MMIS), Knowledge Discovery in Databases (KKD), Business Process Management (BPM), Service Oriented Architecture (SOA), Enterprise Performance Management (EPM), Software Development Life Cycle (SDLC), Supply Chain Management (SCM), Customer Relationship Management (CRM), Extract, Transform, Load (ETL) Tools

**PROFESSIONAL EXPERIENCE**

**BRIDESIDE | DATA / TECHNICAL BUSINESS ANALYST (Chicago) Mar 2019 - Sep 2020**

Handled complete Data Analysis of this Retail store having products both in clothing as well as gifting for Bridal parties - Brides and Bridesmaids for technical and non-technical people including the eCommerce platform issues.

* Being only Analyst, solved various issues collaboratively working cross functionally with various departments - **Marketing, Merchandising, Sales, Finance, HR, Customer Care, Operations teams**
* Analyzed them with efficiently prioritized the needs and handled them carefully, understanding the business goals with development teams in India is always a bigger challenge along with customer facing meetings to analyze
* **Google Analytics** – Complete Marketing and Website engagement via Dashboards, Shortcuts, Intelligence Events, Real-Time, Audience, Acquisition, Behavior (pages per session / user behavior) and Conversions
* Measured ROI, Social networking, promotions, Google Ad words, SEO content management, Organic search validations, user activities to create better website engagement, understanding product trends, promotions profits, growth rate, customers geography, store locations, sales and standards and budgeting our target goals
* **Power BI** – Building, tracking data, understanding KPI and monitored it biweekly, monthly/ quarterly, alerting with identified deviations/ elevations of our sales and monitoring targets, digital wealth, users across various locations
* Used M Query, complex DAX formulas like YTD, MTD etc. for predictions and another sales calculation
* **Salesforce** – Administrator including set-ups, configurations, integrated Lessonly - LMS, Scorecards, Employee Profile Management, Subscriptions, Personalized Experiences, Notifications, Reporting, Dashboards, Abode Analytics, Workflows and processes, SOQL, SOSL DAX queries, formulas, SF Cloud Integration, Customer Support
* Organized both Account and Opportunity level objects relationship management with Workflow rules - SOQL, SOSL and process builders of complete system from preprocessing an order to fulfillment of it
* **Shopify + WordPress + AWS** - Developed crucial functional requirement specifications, creating detailed use cases and process flow diagrams to support functional specifications - gap analysis - following Agile methodology
* Extracted, interpreted data from different tools / sources, MongoDB, Surveys, Polls, Reviews many more
* **IMS** - Created key risk indicators to convey the organization risk both financially as well as cyber-attacks / supply chain / inventory / customer challenges while identifying and solving the issues and model enhancing
* Developed reports, handling data issues Azure SQL Datawarehouse for processes - ordering, products/colors discontinuing, revenue management, locations, tickets, geographically, promotions, marketing, budgets and many
* Created various documents FRD, BRD, ER Diagrams, SRS, creating UAT demos, user stories, data models
* Used Asana tool for issues, discussions and BOX integrated for data sharing across various locations
* **Payroll/ People analytics;** monitored and improvised target goals understanding leads, payrolls and revenue generating orders and even worked on Workday - with service providers and functional leads
* Strong knowledge of Member only benefits , subscriptions advantages, special combo deals and benefits for returning customers, multi-state taxing for various store locations, shipping or pickup charges variations

**MIND AND HAND | Educational Finance - BUSINESS DATA ANALYST (Chicago) Sep 2018 – Feb 2019**

Analytics usage to develop a mapping system that plots volunteers, students and family members in a community and have an ambassador for each area in all targeted places for connecting with students to perform the activities

* Prioritized the company goals, optimizing the new enhancements, understanding future issues
* Developed in house tools / website to help facilitate the learning experiences, to conduct statistical data analysis using Illinois population data segregating them by counties, zip codes and wards in state
* Documented and updated the procedures, prepared special reports for management
* Involved in execution of multiple business plans and projects, interpreted data to identify trends
* **Adobe Analytics + Tableau** - Developed rich Graphic visualizations with Drill Down and Drop-down menu options for interactive dashboards and Ad Hoc reports for users to understand and evaluate it better
* **edX studio** - Created LMS for students for their skills developments, step by step and organized workshops based on evaluation of their results, needed accounts setup and email settings modifying their menu items
* Creating scripts to find potential students/learners to know their engagement, basic needs, finance, health and welfare needs, insurance benefits awareness and scholarships by using **Nation Builder and Field Edge**
* Evaluated, identified, solved many system issues tracking with what available and needed
* Performed data analysis and mapping from an Operational Data Store to an Enterprise Data Warehouse
* Experienced in interacting with business users, writing user stories, Requirements and Business Requirement Documents (BRD), Software Requirement Specification along with testing and validation
* Performed Exploratory Data Modelling and Analysis using Python for better data validations
* Market Based Analysis to identify target groups of talented students / new programs
* Experienced in using supervised, unsupervised and regression techniques in building models
* Generated various complex graphs using **Python Libraries** with experience in Machine Learning algorithms
* Refined the process for better availability and quality of student’s data (Educational requirements)
* Created survey maps for finding closest houses and to redirect path to next closest house for interactions

**MAP YOUR VOICE | Healthcare - DATA ANALYST (Chicago) May 2018 – Sep 2018**

Worked with data of mental, physical health and sexual violence’s victims across Colorado. Initiated by Psychiatrists who are completely non-technical needed me to evaluate from scratch understanding, simplifying it to more productive data

* Gained knowledge of various **Medical terms and process with Insurance policies** to understand the data and match exactly with that they need understanding the behind causes and developed reports in Tableau
* Monitored the post medical treatment process and ensuring the planning process during recovery
* Gathered detailed requirements that completely define project understanding scope with limitations in it
* Worked with sensitive data, encrypted to protect the patient’s privacy and effected people, relative solution for data gathered from various sources like flat files, internet, interactions, using Google Analytics and many more
* Created clear documentations to evaluate the reports generated and make the data more understandable
* Monitored various matrices for user engagement, to improve and recorded the valid observations
* Researched and proposed ways to improve the website, SEO for better interaction with end user
* Generated desired user behaviors, models using simpler techniques in **Python** for few reports’ generation
* Evaluated different years data comparison and worked on improvements for model evaluators
* As a part of exploratory Data analysis, even worked on values detection, process implementation, statistics application and visualizations are used more for figuring the right markets being targeted in the site
* Used advanced **SQL and Excel advanced features** like formulas, filters, pivot table, VLOOKUP’s. and charts
* Used Variable Reduction Techniques usage for model building and outlier modelling issues as standard error was more Successfully justify recommendations and results with estimated/actual costs and benefits
* Created campaign landing pages using python scripting and custom marketing campaign links
* Analyzed even the third-party data to improve levels of engagement (time on each page, clicks, etc.)

**ILLINOIS INSTITUTE OF TECHNOLOGY | RESEARCH ASSISTANT (Chicago) Jan 2017 – May 2018**

* Acquired large amounts of sample data for faculty research projects for preprocessing and cleaning
* Followed Methodology development in metadata creation, worked with multinational organizations
* Used **Excel advanced features** using Pivot tables, VBAs, macros, formulas, lookups and many more
* Created an **LMS** model for analyzing different organization needs and deployed on various platforms
* Increased responsibilities working with public knowing their problems who were use the applications
* Worked with the team for forecasting the administrative aspects of profession services engagements
* Built and configured many application requirements including form integration
* Tested all authoring modifications, including third parties, Facilitated and managed project milestones
* Prepared and delivered effective presentations to upper management

**-- Education Gap: Masters - Data Analytics**

**CYBAGE SOFTWARE | PROGRAM ANALYST (Hyderabad, India) Jul 2015 – Sep 2016**

Worked on mobile and desktop application IRIS - European client, used for vehicles for detecting their type, make, model, plan, subscription, payments, insurance, possible plans suggestions and other features

* Developed, analyzed and interpreted the underlying problems recreating them, solving prioritizing them
* Used **ETL tools** for Merging, cleaning, modeling and manipulating complex datasets involved in the system
* Anomalies corrections for their activities and logins through the app including ads, emails configurations, authorizing the third-party licenses and managing their insurances using Oracle Data Integrator
* It included even documenting all the processes after FAD sessions discussing with Stakeholders
* Documented migrating, reviewing documents, maintaining backlog health, defect leakage, scope changes
* Developed Chat bots for users with basic help and guidance for using plans and apps with knowledge graph
* Enabled Voice user interface setup for application for user comfort to use it either in cars or mobile devices
* Evaluated the decision boundary and spaces for worst scenarios like accidents, crashes etc.
* Fraud detection for the users and identified such problems and smoothing models’ effects
* Consumer and customer client data experience for data modelling avoiding trial and error methods
* Delivered various presentations and demos to stakeholders, other users to understand the technically

**CYBAGE SOFTWARE | SOFTWARE ENGINEER (Pune, India) Jul 2014 – Jul 2015**

Helpdesk Application Development using **C# within TFS server, MS Azure and MVC** architecture along with

* Handled Front-end issues like alerts, screen sizes, mobile, tablets devices resolutions, data pop-ups and so
* Worked even as SQL developer, to solve data issues created by application version changes /user needs
* Transitioned into new website using **C# and F#** technologies for all the modules
* Worked on **SQL Server Integration Services SSIS** (functions and formulas, TFS, Pl/SQL scripts, models, daily batch jobs, JSON files, T-SQL, procedures, triggers, indexing, complex Excel functions for reports and many more)
* Followed Agile methodology with scrum meetings, SDLC, quality validation and application processes
* Handled Vector scanning, character generation issues along with the repository and memory management
* Exception Handling specially for special characters, new line data of asp.net pages with functionalities
* Even worked on User’s login and data privacy issues and did **UATs** as well
* Maintenance work in few **SAP** integrated applications along with MIS modules and its tickets
* Delivered few Demos and gave various Knowledge Transfers as well for team members and even for clients