



TANVI CHAUHAN

BUSINESS ANALYST

OBJECTIVE

Highly analytical and process-oriented data analyst with in- depth knowledge of databases types; research methodologies ; and big data capture; manipulation and visualization. Furnish insights , analytics and business intelligence used to advance opportunity identification, process reengineering and corporate growth.

CONTACT

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DELHI, 110051



EDUCATION

 **GGSIPU**
BTECH IN COMPUTER
SCIENCE
2016-19

 **SHRI VENKATESHWARA
UNIVERSITY**
DIPLOMA IN COMPUTER
SCIENCE
2012-15

EXPERIENCE

WHIRLPOOL CORP.-BUSINESS ANALYST SPECIALIST (JAN2021-PRESENT)

- As a part of BI/Database team, involved in Requirement gathering, Technical Design, Development, Testing and Implementation of BI Analytics and Reports.
- Involved in creating dashboards by extracting data from AWS S3 STORAGE and SQL SERVER
- Designed and developed ETL workflows and datasets in Alteryx to be used for Reporting (ETL tool specific for creating datasets) Tableau Data Extract for BI.
- Involved in creating data blending in case of merging different sources, used Alteryx for Data blending for Tableau.
- Used ETL (Alteryx) process to Extract, Transform and Load the data into stage area and data warehouse.
- Used Tableau Desktop Data Visualization tool for reports, integrated tableau with Alteryx for Data & Analytics.
- Involved in creating data blending in case of merging different sources, used Alteryx for Data blending for Tableau.
- Created dashboard using parameters, sets, groups and calculations.
- Involved in creating interactive dashboard and applied actions (filter, highlight and URL) to dashboard.
- Involved in creating calculated fields, mapping and hierarchies, created drill through reports in dashboard.
- Used Alteryx for Integration and Power BI and tableau for Business Reports.
- Involved in extraction, transformation and loading of data

directly from different source systems like flat files, Salesforce, Oracle, Teradata and SQL Server.

- Developed LOD reports on various KPI's.
- Performed Tableau type conversion functions when connected to relational data sources.
- Maintained and Installed Tableau Server in all the environments
- Created incremental refreshes for data sources on Tableau server.
- Ability to authoring on Tableau server by changing mark types and adding filters directly in a web browser.
- Used Alteryx for data and analytics.
- Hands-on development assisting users in creating and modifying worksheets and data visualization dashboards

WIPRO HR SERVICES LIMITED - ASSOCIATE ANALYST

(SEPT 2019- JAN 2021)

LL DASHBOARD FOR WIPRO:

The dashboard was designed to report global procurement spend and its compliance across sector, region and category. The dashboard was intended to provide high level summary of spend data and behavioural metrics across different dimensions. Data source were SQL Server and Excel files.

- Interacting with multiple business teams to collect the requirements and arrive at data and reporting specs
- Coordinating with data team to source data
- Processed the spend and goals data in Alteryx in such a way that it is suitable for reporting
- Gathered and loaded data into tableau from various sources(SQL Server, Impala and excel files)
- Created Executive dashboards depicting spend vs target data using different features like LOD's, calculated fields, action filters etc.
- Dealt with data volumes ranging from 30 to 40 million records
- Generating adhoc reports for the business needs
- Adhoc data cleansing and standardization using Alteryx
- Unit testing and data validation

Publishing the dashboard and walkthrough with business users

TD DASHBOARD FOR WIPRO:

The dashboard covers Spend Analysis, Supplier analysis, diversity demographics and benchmark analysis. Data sources were Excel Files and SQL Server. Alteryx was used for Data Preparation and Tableau for Visualization and Reporting.

Responsibilities:

- Interacting with multiple business teams to collect the requirements and arrive at data and reporting specs
- Coordinating with data team to source data
- Processed the spend and goals data in Alteryx in such a way that it is suitable for reporting
- Gathered and loaded data into tableau from various sources(SQL Server and excel files)
- Created Executive dashboards depicting spend vs target data using different features like LOD's, calculated fields, action filters etc.
- Dealt with data volumes ranging from 30 to 40 million records
- Generating adhoc reports for the business needs
- Adhoc data cleansing and standardization using Alteryx
- Unit testing and data validation
- Publishing the dashboard and walkthrough with business users

Finance:

- ❖ Propensity model to Find Potential Annuity (Insurance) Customers
- ❖ Developed a logistic regression model to differentiate buyers from non-buyers
- ❖ Measured the model performance by analyzing ROC curve and KS
- Key Concepts: Outlier & Missing Value treatment, Dummy variable, IV value, Multicollinearity, Stepwise, Development, Validation, Concordant/Discordant, ROC, Confusion matrix, KS, Scoring, Bayesian rule, Overfitting

- ✓ Design and created weekly and monthly spending reports.
- ✓ Automated weekly, monthly and daily SLA's reports with Alteryx and SQL.
- ✓ Handle cost and benefit analysis for diverse marketing with giving consumer insights and business analytics.

- ✓ Worked with health care data of North America to provide benefits of insurance.
- ✓ Worked on defects with customer care calling data with detecting fraud numbers and non-clients .
- ✓ Made dashboard with Powerbi as well as tableau.

5ONE ANALYTICS – ANALYST

(JAN2019-SEPT2019))

5ONE ANALYTICS BUSINESS ANALYST JAN

2019–PRESENT

Retail:

- ❖ Resource Optimization by finding out Potential customers for an upgrade campaign of a co-branded card
- ❖ Identified the best in class card types through ANOVA and Post-Hoc analysis
- ❖ Compared the Pre-spend and post-spend of the customers who had migrated from private card to co- branded card through t-test
- Key Concepts : Summary statistics, Data Merging & Appending, Profiling, Segmentation, t-test, ANOVA , Dunnett, Tukey, Diffogram & Control plot

Retail:

Sentiment analysis by analyzing the feedback of the customers for a client which led to increase in their sales by about 18 %

- ❖ Measure the company's performance in their two sales regions.
- ❖ Requirements Gathering, Gap Analysis, Client interaction,, SWOT Analysis
 - ✓ •Calculated and compared revenues, marketing spends and ratios
 - ✓ •Identified the best potential for growth among ten new locations
- ❖ Develop an in depth understanding of how our current and prospective clients operate and how our services can be enhanced or complementary services can be developed to create new value streams
- •Key Concepts: Scatter plot, Highlight, Custom territory, secondary research, primary research, market research analysis etc

SKILLS



CERTIFICATIONS AND LICENSES

- ✓ SAS BASE GLOBAL CERTIFIED PROGRAMMER FOR SAS 9 (NO EXPIRATION)
- ✓ TABLEAU CERTIFIED DESKTOP PROFESSIONAL (NO EXPIRATION)
- ✓ ALTERYX DESIGNER CORE CERTIFICATION (NO EXPIRATION)

SKILL SET

- ✓ SAS skills: SAS Procedures, Base SAS Programming, SAS SQL, SAS Macro
- ✓ MS Excel Skills: Excel Basics, Excel Functions, MS Excel, VLOOKUP, HLOOKUP, Pivot chart, Match function, INDEX function, MIS reports, Advance Excel
- ✓ Reporting Skills: MS Power Point, MS Word, SAS Reporting, SAS ODS, Data extraction, Data cleaning, Data mining, Data validation
- ✓ Tools & Technologies : Alteryx, Python, R, SAS, Ms-Office, My-SQL, SQL, Machine learning, Tableau, Power bi

