Radhika Dwivedi

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Objective:

Data Analyst with 4+ years experience for interpreting and analyzing data in order to drive successful business solution.

Proficient knowledge in SQL, Tableau , Power Bi and Python. Excellent understanding of business operation and analytics tools for effective analysis of data.

Experience:

* Conduct , business intelligence gathering, trending and benchmarking, Data analytics supports decisions for high-priority, enterprise initiatives involving IT/product development.
* Design and development of dashboards for report utilization. .
* Extensively responsible for writing SQL queries for data analysis and data cleaning.
* Worked as Data Analyst and Tableau & SQL Developer IT organizations.
* Scheduling updates of the Tableau dashboards on the Tableau server.
* Build, customize and publish interactive reports, dashboards & visualizations using Tableau.
* Involved in Data Cleaning process and Data visuallization using python Pandas, Numpy, Scipy, Seaborn, Matplotlib and machine learning libraries.
* Have excellent analytical, problem solving, communication and interpersonal skills, with ability to interact with individuals at all level and work as a part of a team as well as independently.

**Professional Background:**

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| **Technologies: RDBMS & Tableau*** Databases
* BI Tool
* Operating Systems

**Technologies: Data Analytics*** Platform
 |  | **Tools & Distribution*** SQL Server, PostGreSQL
* Tableau ,Power Bi
* Windows, Linux

**Tools & Distribution*** SQL, Python, Tableau, Power Bi, MS Excel
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| **Projects – Indicative List*** Brand Analysis & Market Mix ROI
* Price Strategy.
* Omni channel voice of customer
* Credit Card Sales Reporting and Analysis
 |  | **Technologies*** Big Data Hadoop – Hive, Pig, HBase, Sql Server.
* Data Analytics
* Oracle Database ( 11g,12c)
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Qualifications:

B.E. (Mechanical Engineering) – SRIT, Jabalpur

Professional Summary:

**Ignitho Technologies Pvt. Ltd.**

**Data Analyst: November 2020-Till present**

**Techieventures Technologies Pvt. Ltd.**

**Data Analyst: 2016 – November 2020**

Technical Summary:

**Project 1: Brand Analysis & Market Mix ROI**

**Client:** **One of Biggest E-Commerce Company**

**Description**

* Investigated brand perceptions by assessing positive and negative opinions regarding the firm and demographic analysis indicating positive or negative perception. Creating brand Value by identifying main competitors in order to create a data-driven strategy. The analysis includes sentimental scores related content and output which results to an interactive dashboard for visualization. Analyses focuses on determining the effectiveness of marketing investments, by reducing ineffective spend and intensifying high return marketing tactics. The marketing mix is optimized, leading to higher returns on the overall marketing spend.

**Roles and Responsibilities:**

* Imported Data from various sources such as RDBMS, Apache Hive (Big Data), Flat File (CSV, Excel).
* Implement marketing ROI tracking system using Nolan chart, Coxcomb chart, Shaped divided donut chart, Arrow donut chart etc.
* Responsible for documentation to make sure in future there wouldn’t be any issues to understand reports.
* Implement KPI, dual axis, filters and various calculations.
* Presenting reports and suggesting actions on impact of data.
* Identifying methods and process on improving operations efficiencies.
* Obtaining store level data with regard to sales for weekly and monthly titles for selected wholesalers
* Developed dashboards using Custom SQL queries, and various data sources using data blending techniques for report decimation.

**Project 2: Price Strategy**

**Client:** **One of Biggest E-Commerce Company**

**Description**

* This project involves reshaping of pricing strategies. The potential impact of new pricing and terms on customers was assessed and a high-level roadmap for execution establishment. The business is supported in the preparation for the implementation of the new pricing and trading terms. The analysis focuses on demand variation at different price levels with different promotion/rebate offers. It is used to determine optimal prices throughout the product/service lifecycle by customer segment. Benefits include increasing sales margin, decreasing markdowns and aiding inventory management.

**Responsibilities:**

* Responsible for creating ‘pricing waterfall’ and trade framework using Gantt charts and dual axis etc.
* Extensively involved in identifying metrics needed for model prioritized across Products, Channels and Categories.
* Created Dashboard for margin analysis, profitability analysis and price per segment analysis using LODs & various calculation etc.
* Created Dashboard for indicating various KPI (Key Performance Indicators) such as Common List Price for each product category, Product Level intact analysis, Customer Segmentation against Weighted Average Price, etc.
* Used custom sql query on tableau for obtaining metrics matching result.
* Responsible for Interactive dashboard.

**Project 3: Omni Channel voice of customer**

**Client:** ALDI**- German based retail industry**

**Description**

* Analysis of customer voice topics and sentiment across multiple channels. Customers leave their voices across different channels such as company website, third party resellers, customer service emails, telephone and social. Capturing, classifying and combining data from these channels is challenging. Our solution enables CMOs to focus their attention where it is most required.

**Responsibilities**:

* Extracted Data from heterogeneous sources such as RDBMS, Apache Hive (Big Data), Flat File (CSV, Excel).
* Key topics are visible and trending topics can be assessed by product category, channel or market
* Responsible for using drill down voice level and Omni channel retailer.
* Responsible for Interactive dashboard.
* Responsible for using custom sql query on tableau.

**Technology Insights –**

* Redeveloped Tableau reports over to a new reporting environment build on Tableau.
* Performing data validation, data blending, and use of SQL queries.
* Use of filters, transformations, calculated fields, LODs, sets, groups and parameters.
* Providing drill down functionality to all the maps, charts and other visualizations as well as making them interactive and applying filters across worksheets.
* Design and development of various dashboards, reports utilizing Tableau Visualizations like Dual Axis, Bar-Graphs, and Pie-Charts.
* Creating story boards to deliver a complete picture of the status of business and compelling dashboards for actionable insights in Power Bi.
* Publishing dashboards on the server, creating packaged workbooks.
* Worked on different databases like Redshift, Teradata ,Postgresql etc .
* Knowledge of Data Warehousing concepts.

**Project 4:** **Credit Card Sales Reporting and Analysis:**

**Client:** **Banking Domain**

**Description**

This project involves importing of data into Tableau from RDBMS. Basically, it is used to understand how much of sales are being generated through all the credit card types clubbed together for every store by fiscal week and Quarterly. It helps in finding out the number of distinct credit card types used in the certain specific time period. Finding out the percentage of sales generated through credit cards over total sales per store in every year and generating reports using Tableau. Calculation of sales generated in every store during Easter week through credit card type and evaluation of the mean and standard deviation of sales is its unique feature. Using the subsequent data for the promotional purpose brought drastic increase in the quarterly sales.

Data needs to be presented in the form of Graph which captures weekly sales being generated through different credit cards types and making a dataset which contains all the credit card types in different columns and their corresponding sales values by fiscal week.

**Roles and Responsibilities:**

* Imported data from Oracle 12c database and flat files.
* Responsible for extracting, loading validation of client data using Tableau.
* Created Dashboard for customer segmentation analysis.
* Created reports on expenditure for different types of customer.
* Developed weekly, monthly, and quarterly reports for sales comparison.
* Developed dashboard for analysis of sales across various credit card type.
* Sales comparison across various credit card types with overall sales, store wise.

Personal Details:

Father’s name: R.S.Dwivedi

Nationality: Indian

Date of Birth: 12-09-1992

Gender: Female

PAN No.: BKDPD6486R

Languages Known: English,Hindi

Declaration:

I hereby affirm that all the information provided by me in this resume is accurate to the best of my knowledge

Place: Bangalore Radhika Dwivedi