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Data Visualization & Analytics: Tableau, Power BI, Crystal Reports, **SSRS, SAS** | **Database Management:** SQL, Access,
Hadoop Methodologies: SDLC (Waterfall, Agile, Scrum) | **Tools:** MS office, JIRA, Jenkins, SAP, Salesforce | **Processes:**
Six Sigma, PMP, TQM

EMPLOYMENT

BUSINESS ANALYST III | FACEBOOK

Dec 2018 - Present

- Responsible for driving our **mission** to automate and standardize where appropriate.
- Driving vendor performance management, ensuring that vendors are delivering maximum value through their services – by leveraging on **SLAs, KPIs** and creating **dashboards** and **scorecards using Tableau, QlikView, SQL and Salesforce**
- Optimized online **marketing performance** in terms of revenue, **ROI** and other **KPIs** by working with website developers and account managers.
- Ensured monitoring and managing vendor risks – including financial viability, information security, business continuity and corporate and regulatory **compliance**.
- Established standards, templates for working with vendors, manage regular level collaborative meetings between vendors and Business, ensure there are clear metrics and reporting across all KPIs to ensure strong **vendor performance**.
- Applied the reporting framework for vendor performance in areas that include quality, capacity, systems and responsiveness – partner with business owners to develop vendor scorecards and dashboards that present relevant data tailored to the audience, define and hold vendors to higher **performance standards** and drive continuous improvements, collected/consolidated/communicated detailed reports and key vendor data to stakeholders on vendor performance, risk and relationships.
- Assessing and reporting on the risk level of vendors based on financial, skills, tools and the use of third parties

BUSINESS ANALYST | MILLENNIUM SOFTWARE TECHNOLOGIES

May 2017– October 2018

- Summarized analysis and recommendations in presentations and analyzed results with **strategic** planning.
- Provided **monthly, quarterly** and other ad hoc performance reports with strategic recommendations for clients using **ROI** analysis for the Marketing team
- Managed different data sources connected to **Dashboards** and created data pipelines from **Datawarehouse**
- Created service requests in CRM system to document issues and work closely with client service team to resolve and escalate issues.
- Gathering Business requirements from customers and analyzed the data. Well-versed in both external and internal consulting
- Developing Strategy and roadmap for a product to meet goals and objectives of the **startup**
- Implemented **VLOOKUP's, Pivot tables** and charts in **Excel** for summarizing data. Also, imported data into excel from **flat files**.
- Created reports using tools **Tableau, Power BI** and **SQL** to extract data from existing databases in support of strategic goals.
- Engaged with Business teams to understand the **requirements** and work with cross-functional teams.
- Manipulated large **datasets** to identify important trends in multiple facets of the company and presented data findings and my suggested course of action to executive team with interactive **data visualizations**
- Collaborated closely with customers and **stakeholders** allowing flexibility, and ability to respond to changes quickly within the team
- Tracked and reported operations scorecard and delivered monthly **KPI** presentation

BUSINESS ANALYST | DELL Inc

May 2015 -Jan 2016

- Helped increasing the sales productivity by providing the daily, weekly, monthly **integrity reports** of all modules of finance to the Business Unit Manager. Resolved day to day problems arising from various transactions.
- Facilitated **Focus Group** meetings, **Stakeholder Interviews, JRP Session** and **JAD Sessions** with business users, developers,

architects and database development team. To elicit the base level requirements by facilitating project meetings

- Performing quantitative analysis, escalated and resolved issues arising from various departments.
- Created and updated users, reports and dashboards to track pipelines using **Tableau** and **Salesforce**
- Assisted the Management team in taking important Business decisions by developing **Visualizations, Dashboards and interactive** reports on **Tableau** desktop based on the requirements.
- Worked with UI/UX designers to ensure an excellent user experience and helped in feature development.
- Debugged complex ETL processes using **T-SQL queries, functions, stored procedures** and SQL Server data warehousing.

BUSINESS SYSTEM ANALYST | INFOSYS

Nov 2014 -March 2015

- Performed **Document Analysis** and conducted **Stakeholder Interviews** to elicit functional requirements
- Created business process workflow diagrams using **Business Process Modeling Notation (BPMN)**
- Worked on troubleshooting the build, deployment activities by providing technical assistance to team members using SQL.
- Analyzed the as-is and to-be state of the project and performed **Gap analysis** to identify improvement areas.
- Involved in Data mapping, logical data modeling, built E-R Diagrams and used SQL queries to filter data.
- Adapted Unified Modeling Language (**UML**) diagrams for Business Process Modeling like Activity Diagrams, Sequence Diagrams, Component Diagrams, Data Flow Diagrams, and Flow Charts using **MSVisio**.
- Conducted complex quantitative analysis, including financial modeling, data manipulation, and econometric tracking, utilizing one's own judgment to make recommendation and managing the complex projects till the end.

BUSINESS ANALYST | GOOGLE

Feb 2014 - Oct 2014

- Defined requirements in accordance with **SDLC** management as per the scope of the project that aligns clearly in identifying the problem.
- Led elicitation sessions using variety of requirements gathering methods such as interviews, documentation, BRD's, surveys business models with different stakeholders such as manager, developers and subject matter experts.
- Performed database **ad-hoc analysis** on a regular basis by querying based on management and strategic needs of the business. Worked as a **Subject Matter Expert (SME)** for identifying the scope of End-to- End testing with different teams.
- Proposed risk mitigation options by considering the business implications of the application technology to the current business environment and created business benefit cases backed with KPI's to support tracking, evidencing and reporting.

CO-FOUNDER: "CelebConnect" – a personalized news aggregator web application.

Jan 2013- Dec 2013

- Brainstormed idea as Celebrity Digital Autograph platform, later enhanced to more viable news application.
- Led the team to design business model, ROI's and other financial prospects. Pitched to early investors and Venture Capitalists secured seed A funding through our sleek market and business models. Generated revenues from 2nd month and worked on internet marketing in handling our startup's social media accounts.

EDUCATION

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- **MS in Management**, Dec 2017 | GPA: 3.5/4 | Spring 2016 – Fall 2017 | **Dallas Baptist University** Dallas, Texas
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PROJECTS

Anti- Money Laundering – KYC

Tools Used: SAS, Excel (VLOOKUP, Pivot table, Macros), Visio, JIRA

This project was aimed at detecting fraud and money laundering businesses by cleaning up huge data sets in Excel for a banking client to decide on loan approval by focusing on customer credit history, transactions and verifying customer information.

E-commerce Report Generating Application

Tools Used: Tableau, SQL, Python, Jenkins

The project was aimed at building a central repository of historic data warehouse to support the various reporting and information needs. It focused on developing reports to make important business decisions including sales and profitability