

# ARAVINDAKSHAN VISWANATHAN SARMA

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## PROFESSIONAL SUMMARY

Data and Business Intelligence Analyst with over 5 years of expertise in Data Analytics and Business Intelligence proficient in handling diverse products across sectors including Fintech, Retail, Insurance applications, and more.

## SKILLS

**BI/Analytics Tools/Libraries:** HiveQL, Tableau, PowerBI, IBM Cognos, SSIS, SSAS, SSRS, Looker, Google Analytics, MicroStrategy, Informatica Power Center, IICS, Snowflake, DBT, Pandas, NumPy, Scikit-learn, Matplotlib, MS Excel (Advanced Excel), IBM Data Stage

**Programming / Scripting languages:** Python, R, HTML, CSS, Bootstrap, Unix

**Cloud Technologies:** Docker, AWS, Azure Data Lake

**Database Technologies:** PostgreSQL, MySQL, SQL, Oracle, SQLite, Vertica, DB2, SQL Server, Netezza, PL/SQL

**Other Tools:** Git, JIRA, Visio, Figma, Wireframe, Lucid Chart, Pytest, Postman

**Development Methodologies:** Agile, Waterfall

## EXPERIENCE

### Technical Business Analyst Intern

SMBC Capital Markets | New York City, NY

May 2022 – Dec 2022

- Developed python script to automate the task of creating reports based on the change management issue tickets leading to a **75% increase in efficiency**.
- Actively involved in collaboration across multiple work stream leads, gathered end user, system level impacts, collaborated with IT Service owner, technical leads to identify key dependencies, blockers, track backlog items related to AGC (Architecture Guidelines Compliance).
- Conducted JAD sessions to gather business requirements, developed BRDs, FSDs, RTMs, process workflows by collaborating with Product Management, Solution Architects, UI/UX Team and Developers.

### Business Intelligence and Data Intern

New Jersey Institute of Technology | Newark, NJ

Feb 2022 – May 2022

- Leveraged Tableau extensively to create interactive and insightful dashboards for the NJIT Admissions Department, enhancing their data visualization and reporting processes.
- Led the development of high-level, low-level designs for the NJIT data warehousing architecture, ensuring alignment with organizational goals and requirements.
- Devised performance optimization queries by analyzing user requests within the snowflake database resulting in a **20% reduction in query execution time, enhancing data retrieval efficiency** significantly.

### Technical Consultant

Perficient India Pvt Ltd | Client: Bank of New York Mellon | Chennai, TN, India

Mar 2020 – July 2021

- Executed a comprehensive data quality strategy through the implementation of a test plan, involving ETL, data mapping, cleansing, and conversion techniques, along with column and rule-based profiling which yielded **90% enhancement in data accuracy and efficiency**.

- Utilized Informatica Analyst & Informatica Data Quality to continuously conduct gap analyses, leading to an average **enhancement of 85% in the consistency and accuracy of data quality dimensions**.
- Leveraged Informatica's capabilities to design workflows and applications that significantly reduced processing time and improved overall operational efficiency.
- Developed data dictionaries and scorecards for traceability, contributing to **80% improvement in data quality**.
- Improved SQL/PLSQL queries, including views and procedures, for maximum efficiency and performance optimization.
- Steered the application transformation for API integration, resulting in streamlined workflows, reduced OPEX, and a **seamless transition of more than 30M financial records**.

#### Associate Consultant

Capgemini Technology Services | Client: Unilever, Grant Thornton | Mumbai, MH, India **May 2017 – Feb 2020**

- Designed and executed Informatica Data Quality mappings, transformations, and workflows to standardize, cleanse, and enrich data, yielding **75% enhancement in data accuracy and a 50% reduction in data processing time**.
- Effectively deployed MDM, orchestrating the **migration of 500M transactional records** from a legacy data warehouse thereby streamlining access for key strategic customers.
- Led end-to-end migration of ETL code across diverse environments, ensuring seamless data integration and workflow execution while minimizing downtime and mitigating potential risks.
- Conducted comprehensive end-to-end and UAT using SQL, achieving **95% success rate in validating data quality scores that support data accuracy**.
- Developed SQL queries and scripts to maintain databases, tables, views to facilitate data quality analysis and reporting.

#### UNIVERSITY PROJECTS

##### Sales Data Visualization

- Categorized customers according to demographic information, purchasing history, and pertinent criteria to extract valuable insights into their buying patterns.
- Conducted thorough sales analysis across diverse regions, cities, and stores, identifying top-performing locations as well as areas that necessitate enhancement.
- Developed an executive dashboard and real-time reporting system using Tableau, enabling the monitoring of crucial OKRs, such as Year-to-Date Revenue and distribution of discounts across cities which resulted in **15% augmentation in data visibility and accuracy of analysis**.

#### EDUCATION

Master of Science | Management Information Systems

**Sep 2021 – May 2023**

New Jersey Institute of Technology | GPA: 3.8 / 4.0