

## ARAVINDAKSHAN VISWANATHAN SARMA

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*“Businesses often failed to understand their customers hence it was crucial for me to help turn their data into actionable insights.”*

### EDUCATION

**Master of Science in Information Systems, NJIT, USA** Sep. 2021 – May. 2023  
Specialization: Enterprise Database Management, Web Systems Development, Data Analytics for Info Systems GPA: 3.8/4

**Bachelor of Technology in Information Technology, Anna University, Chennai, India** Aug. 2013 – May. 2017  
Specialization: Database Management Systems, Design & Analysis of Algorithm, Project Management GPA: 3.5/4

### SKILLS

**BI Reporting:** Tableau, Power BI, IBM Cognos, SAS, SSRS, Looker, MicroStrategy | **Tools:** MS Office, GitHub, JIRA

**Programming:** Python, R, PL/SQL, SQL, MYSQL

**Databases:** SQL Server, DB2, Teradata, Vertica | **Operational:** Systems Development Life Cycle, Agile

### EXPERIENCE

**Technical Business Analyst Intern, SMBC Capital Markets, New York, USA** May. 2022 – Dec 2022

- Designed & developed reporting methods based on analysis & requirements gathered to enhance planning/development objectives efficiently and effectively.
- Successfully administered reporting solutions for the change management systems using a Python script, thus increasing the efficiency by a huge margin.
- Spearheaded issue and tracked defects using JIRA and Prism tools, working cross-functionally with developers and QA teams.
- Facilitated cross-functional collaboration among multiple work stream leads to gather user and system level impacts, collaborated with the IT Service Owner and Technical Leads to identify critical dependencies and blockers, and tracked backlog items related to AGC (Architecture Guidelines Compliance)

**Business Intelligence and Data Intern, New Jersey Institute of Technology, Newark, USA** Feb. 2022– May 2022

- Automated the creation and loading of tables into Snowflake databases by developing scripts, resulting in improved data loading efficiency and accuracy.
- Led the development of high-level, low-level designs for the NJIT data warehousing architecture, ensuring alignment with organizational goals and requirements.
- Designed and executed performance tuning queries by collecting & analyzing user requests in the Snowflake database, optimizing query performance, and providing efficient data access to users.

**Technical Consultant, Perficient India Pvt Ltd, Chennai, India** Mar. 2020 – July 2021

- Implemented & formulated a test plan to build a comprehensive data quality strategy by analyzing data from diverse sources using ETL, data mapping, cleansing, and conversion techniques, as well as column and rule-based profiling which resulted in an increase of 90% in data accuracy and efficiency.
- Led end-to-end application transformation for API integration, enhancing workflows, reducing OPEX, and enabling the smooth transition of over 30 million financial records.
- Conducted ongoing gap analysis using Informatica Analyst & Informatica Data Quality, improving data quality dimensions' consistency and accuracy by an average of 85%, ideated a self-serve rule engine, and worked with stakeholders to define data quality requirements and specifications.

**Associate Consultant, Capgemini Technology Services India Pvt Ltd, Mumbai, India** May. 2017 – Feb. 2020

- Developed and implemented Informatica Data Quality (IDQ) mappings, transformations, and workflows to standardize, cleanse, and enrich data resulting in a 75% improvement in data accuracy and a 50% reduction in data processing time.
- Conducted data profiling and analysis to identify data quality issues and develop remediation strategies, creating data dictionaries and scorecards for traceability. This resulted in an average improvement of 80% in data quality.
- Successfully implemented MDM involving data migration from a legacy warehouse, performed end-to-end testing using SQL to validate data quality scores with 95% success rate.

### PROJECTS

**Sales Data Visualization Using Tableau** January 2022

- Classified customers based on demographics, purchase history, and other relevant factors to gain insights into buying behavior.
- Created real-time dashboard using Tableau to track total revenue per month/year and discount distribution across cities, leading to a 15% increase in data visibility and analysis accuracy.
- Analyzed sales by different regions, cities, and stores to identify top-performing locations and areas that need improvement.

### ACHIEVEMENTS

- Mentored a team of 5 for Enterprise Database Management course at NJIT.
- Received “Extra Mile Award” during my tenure at Capgemini India for successfully implementing & delivering ETL solutions.
- Received “Delivery Excellence Award” during my tenure at Perficient for driving & satisfying client requirements on multiple projects (7) in a span of 4.5 months.