Avinash Vishala Nagaraja

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Summary

Results-oriented, MS in Management Information Systems graduate with a strong background in Information Science. Currently excelling as a Business Analyst at New Era Cap, leading transformative projects to enhance global B2B/B2C e-commerce engagement. Proficient in Agile methodologies, stakeholder collaboration, and data migration strategies. Skilled in SaaS integration, Python, SQL, and analytical tools. Certified in cloud and project management. Eager to leverage expertise in data analysis and engineering to drive impactful solutions and optimize business processes.

WORK EXPERIENCE

New Era Cap, Buffalo, USA
Business Analyst, September 2023 – Present

- Led **10 projects** from **inception to validation**, boosting B2B/B2C e-commerce **user engagement and retention by 20% globally.**
- Gathered requirements from **20+** stakeholders, created **100+ user stories, FRDs, BRDs, and architecture docs**, tested new features, and improved Agile implementation efficacy by **50%** for New Era Caps.
- Led data migration from **SAP to Snowflake**, utilizing **Fivetran**; developed dashboards in **Tableau/Power BI** utilizing **AT-scale** as the semantic layer, enhancing **data accessibility by 40%,** and streamlining **data cloud implementation.**
- Enhanced Global Retail Dashboard on **Tableau**; improved **Azure Data Factory pipelines**, boosting **data accuracy** by **50%** and reducing error rates by **90%**, ensuring reliability.
- Collaborated with global vendors for seamless application development and deployment, ensuring **timely and efficient project execution.**
- Integrated **SaaS products** and **SAP** for automating **finance processes** like accounts payable and customer invoicing, slashing manual workload and boosting efficiency by 50%.

Dell Technologies, Bangalore, IND
Product Specialist, Jan 2020 - August 2022

- Led end-to-end **SaaS, PaaS**, and **IaaS** IT infrastructure projects for **500+** accounts, delivering innovative solutions and **product demos** to Mid-Atlantic clients.
- Identified **100+ digital transformation** opportunities, creating dashboards and forecasts with **Tableau** and **Excel**, increasing pipeline revenue by **40%** and total revenue by **15%**.
- Utilized **Salesforce CRM** to track and update daily account progress, ensuring accurate deal management and reporting.
- Optimized IT infrastructure for **virtual machines** and **data storage** through detailed **performance analysis**, boosting storage efficiency by **25%**.
- **Mentored 20+** associate sales engineers, enhancing their performance metrics by **40%** through comprehensive technical training programs.
- Developed and implemented an **interactive Excel dashboard** using **macros**, adopted across all regions for improved account analysis.
- Provided expert technical insights on IT infrastructure, establishing a trusted advisor role with clients.

Byjus Think and Learn Pvt Ltd, Bangalore, IND
Business Development Associate, August 2019 - January 2020

- Collaborated on designing and implementing science and technology programs, mentoring diverse student groups, and increasing engagement by 30%.

EDUCATION

University at Buffalo, The State University of New York
MS In Management Information Systems
Majors: Data Analytics and Product Management   3.88/4

Nitte Meenakshi Institute of Technology, Bachelor of Engineering
Information Science   7.96/10

SKILLS

Product Management: Requirements gathering, Project Planning, Budget Planning, TCO analysis, ROI analysis, Performance Analysis, Agile Methodologies, Scrum Methodologies, User Stories
Technologies: Snowflake, Shopify, Fivetran, At-Scale, SAP, Azure, AWS, Salesforce
Programming Languages: Python, SQL
Microsoft Office Suite: MS Word, MS PowerPoint, MS Excel, MS Visio, Outlook
Analytical Tools: SSMS, SSIS, SSRS, Tableau, Google Big Query, Google Data Studio, Oracle Autonomous Data Warehouse, Talend Open Studio, PowerBI, Azure Data Factory

CERTIFICATIONS

Professional Scrum product owner - Scrum.org.
Certificate of Cloud Security Knowledge v.4 - CCSK
AWS Certified Solutions Architect Associate – AWS
Google Project Management Certificate – Coursera
Azure Fundamentals [AZ 900] - Microsoft