

Betcy Karukamalil Joy

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Professional Summary

Data Analyst over 7 years of experience in data management, advanced analytics, and process optimization to support strategic business decisions. Proficient in conducting deep-dive analyses, applying statistical methods, and predictive analytics to extract actionable insights. Skilled in building dynamic dashboards and data visualizations using Power BI, Tableau, SQL, and Excel to clearly communicate business impact. Experienced in designing scalable data solutions, managing ETL processes, automating workflows with Power Automate, and ensuring data accuracy through governance. Excellent problem-solving abilities and communication skills, with a proven track record of collaborating effectively with stakeholders and cross-functional teams to achieve business objectives in fast-paced environments. Technical expertise includes Advanced Excel, SQL, Python, R, DAX, ETL workflows, data governance, and automation scripting.

Work Experience

Business Services Assistant

New York Institute of Technology, Vancouver, BC | Feb 2022 – Present

- Improved performance analysis efficiency through collecting, cleaning, and categorizing faculty research data and created Power BI dashboards to monitor operational KPIs and highlight key insights.
- Analyzed inventory and procurement data, forecasted demand, identified overstock and shortage trends, and delivering dashboards that improved inventory management and reduced costs.
- Automated workflows to reduce manual processes by 30% and enhanced data reliability.
- Collaborated with departments to gather and translate business requirements into data solutions and reporting tools.
- Reduced monthly procurement reporting time by 25% by managing a centralized Excel database and applied statistical analysis to uncover trends and patterns in budget spending.
- Conducted training for cross-functional teams on procurement processes, ensuring standardized system usage and process compliance.
- Led emergency preparedness initiatives, developing procedures, documenting requirements, and leveraging data to strengthen safety operations.
- Directed campus renovation and relocation projects in 2022 and 2024, overseeing vendor coordination, scheduling, and logistics to ensure smooth transitions with minimal disruption.

Admin/IT Student Assistant

New York Institute of Technology, Vancouver, BC | Jan 2021 –Jan 2022

- Deployed improved database design, which increased efficiency by 25% and saved 15% in storage.

Data Analyst

Christ Knowledge City, Kerala, India | Jan 2016 – Feb 2020

- Developed and managed Power BI and Tableau dashboards, led end-to-end analytics from data transformation and automation to in-depth analysis and reporting, improved academic planning, resource allocation, and performance efficiency by 30%.
- Performed statistical analyses, exploratory data analysis and predictive modelling using Python (Pandas, NumPy) to identify enrollment and retention trends.
- Supported team members by fulfilling data requests for Marketing Managers and the Strategy Team, strengthening decision-making and boosting overall team efficiency.
- Led teams of 4 members to assess the IT aspects of financial statement and SOC audits.
- Ensured high data quality through reliable ETL pipelines, data governance practices, and workflow automation.
- Performed quality assurance by writing data quality verification documentations and implemented SQL queries to collect, clean, validate and analyze data, that led to identifying incomplete, inconsistent, and redundant data.
- Developed and implemented student segmentation models to improve decision-making for targeted academic support and student engagement initiatives.
- Utilized Jupyter Notebooks to document analyses and communicate insights to internal team.
- Defined KPIs and analyzed 3-year branch-wise academic performance data to uncover improvement areas, contributing to an 60% increase in overall pass rates.
- Collaborated with departments to gather and translate business requirements into data solutions and reporting tools.
- Built predictive models based on GPA and attendance to identify at-risk students, facilitating targeted interventions that decreased dropout risk by 22%.
- Used descriptive statistical techniques to identify gaps in English and logical skills and led focused improvement classes, contributing to a 30% rise in student job placements.

Education and Training

IBM Data Analyst Professional Certificate | Online

Master of Instructional Technology | New York Institute of Technology, Vancouver, BC | Dec 2021

M.Tech in VLSI and Embedded Systems | Mahatma Gandhi University, Kerala, India | May 2015

B.Tech in Electronics Engineering | Mahatma Gandhi University, Kerala, India | May 2011

Certifications

- Applied Business Intelligence for Decision Making | Edureka | Issued Jul 2025 | [Credential ID BKKA7QN1F | Show Credential](#)
- Preparing Data for Analysis with Microsoft Excel | Microsoft | Issued Jun 2024 | [Show Credential](#)

Personal Information

- Date of Birth: 07/18/1990
- Gender: Female
- Address: 9633 Manchester Drive, V3N 4Y9, Burnaby, Canada