Binoy George

Data Architect | Data Analytics |Customer Experience

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Seasoned Data Architect with a robust analytics foundation. Proficient in designing and deploying customized BI solutions. Expertise in data modelling, ETL processes, and creating impactful visualizations. Skilled in translating business needs into actionable insights. Proven track record of driving data-driven decision-making for enhanced organizational performance.

KEY SKILLS

- Business Intelligence & Data Analysis
- Data Visualization & Data Modeling
- SSIS/SSAS/SSMS/Power BI
- Team Management & Leadership
- Data Architecture
- Python / R / SQL
- AI and Machine Learning
- AWS/Azure

KEY RESPONSIBILITIES, PROJECTS & ACHIEVEMENTS

Key Responsibilities

- My core responsibilities encompass design and development of Power BI solutions tailored to meet business intelligence needs. Excel in data modeling, creating insightful visualizations, and deploying interactive dashboards. I am skilled at extracting, transforming, and loading (ETL) data, ensuring its accuracy and relevance. Implement data security measures and establish robust data governance frameworks. Collaborating closely with stakeholders, translate business requirements into actionable insights, providing valuable analytical support for decision-making. Additionally, I conduct performance optimization, ensuring efficient data retrieval and analysis.

Key Projects & Achievements

- At Clarivate, led a **Sales Performance Analysis** project. Collaborated with retail business managers and sales teams to identify real-time sales performance tracking, inventory management, and customer segmentation needs. Conducted thorough requirement gathering sessions and subsequently transformed them into an effective Power BI solution. The outcome was a comprehensive dashboard offering critical insights into sales trends, inventory turnover, and customer behavior. This empowered the client with informed decision-making for product restocking and targeted marketing campaigns.

- At Clarivate, led a **Customer Support and Ticketing Analysis** project. Collaborated closely with customer support managers and agents. My responsibilities included eliciting needs for tracking ticket volumes, response times, and customer satisfaction scores. I then skillfully transformed these requirements into a tailored Power BI solution. The result was a dynamic dashboard, offering real-time oversight of critical customer support metrics. This enabled prompt identification of bottlenecks and facilitated enhancements in service efficiency.

- At Clarivate, I led a pivotal project in **Retail Sales Analysis**, catering to a multi-store, multi-category scenario. Key responsibilities encompassed crafting an efficient data model, integrating sales transactions, product specifics, and customer data. Adhering to best practices, I implemented a star schema for streamlined querying and enforced robust row-level security protocols for safeguarding sensitive information. Furthermore, took charge of generating comprehensive reports, highlighting sales trends, top-performing products, and customer segmentation for precise marketing strategies. This initiative significantly enhanced the retail chain's operational insight and strategic decision-making capabilities.

- At Clarivate, I led a **Customer Journey Analysis** project for a mid-size e-commerce client, focusing on refining user experience. My responsibilities included seamless integration of data from web analytics, CRM systems, and transactional databases. I prioritized data lineage and documentation for full traceability, and leveraged Power BI Service to disseminate insights organization-wide. Additionally, I designed and developed crucial visual tools like customer journey

maps, funnel visualizations, and A/B test analysis reports. This initiative significantly amplified the clients understanding of customer behavior and led to targeted improvements in user experience.

- At Clarivate, as a Data Architect for a Manufacturing client project, I played a pivotal role in developing a **Manufacturing KPI Dashboard** for a dynamic production monitoring system. I strategically utilized Power BI Service for its robust real-time data refresh capabilities. To ensure the dashboard consistently presented the most current information, I implemented automated data refreshes. Additionally, I established a systematic data refresh calendar and notifications for prompt awareness of any refresh failures. This approach guaranteed that the client had a reliable and up-to-date tool for monitoring production efficiency in real-time.

- At Cognizant, I played a pivotal role in a **Customer Churn Analysis** project for a prominent telecom client. This involved close collaboration with data engineers to seamlessly integrate data from diverse sources including customer interactions, billing systems, and service logs. I designed a robust data model enabling real-time updates of customer interactions. Additionally, I implemented sound data retention policies to facilitate insightful historical data analysis. This initiative significantly contributed to the company's efforts in understanding customer behavior and devising strategies to mitigate churn rates effectively.

- At Cognizant, I led a pivotal project in **Supply Chain Analytics** for a prominent manufacturing company. One key focus was implementing Row-Level Security (RLS) in Power BI. This strategic application ensured that each product line manager could exclusively access and analyze data pertinent to their specific product line. This precision in data access empowered focused and effective decision-making, contributing significantly to enhancing supply chain performance across diverse product lines.

- At Cognizant, I led a significant project in developing an **Enterprise-Level Power BI Reporting Platform** for an international hospitality chain. This comprehensive solution was designed to collect and analyze guest feedback, room occupancy rates, and service quality metrics from hotels across the globe. It played a crucial role in monitoring customer satisfaction and operational performance. By providing actionable insights, it contributed to the continuous enhancement of the customer experience on a global scale.

- At Cognizant, I took charge of a pivotal project aimed at enhancing **Sales Performance Tracking** for a retail chain. The primary focus was on creating a dynamic Power BI dashboard. This dashboard offered real-time sales metrics, equipping sales teams to closely monitor their performance vis-à-vis set targets. Additionally, I highlighted the advantages of Power BI's mobile compatibility. This feature enabled sales representatives to access the dashboard seamlessly on their tablets and smartphones, providing them with immediate insights, particularly when in the field. This initiative significantly elevated sales effectiveness and accountability within the retail chain.

- At Clarivate, I served as a critical resource for **Optimizing the Customer Journey and User Experience** for an e-commerce client. My key responsibilities included offering expertise in data integration from various touchpoints, such as the website, mobile app, and customer support. I played a pivotal role in recommending and implementing best practices for developing user-friendly and interactive dashboards, which enabled the client to effectively track and analyze customer behavior and preferences. This contribution significantly enhanced the client's ability to make data-driven decisions and improved the overall customer experience.

- At Cognizant, I led a critical project for a telecom client, focused on **Customer Segmentation** to facilitate targeted marketing initiatives. My core responsibilities involved data modeling, where I designed a comprehensive data model encompassing key dimensions like demographics, usage patterns, and subscription types. These dimensions were linked to a central fact table containing customer interactions and billing data. Additionally, I developed specialized data marts for marketing, sales, and customer service teams. These data marts served as invaluable resources to support targeted campaigns and enable personalized customer experiences, enhancing the client's marketing effectiveness and customer engagement.

PROFESSIONAL EXPERIENCE (Last 15 Years)

Experience Activation, India / US	Principal Consultant, CX Analytics	Jan 2023 – Present
Clarivate, India	Director Data Analytics (CX)	Feb 2021 – Dec 2022
Cognizant Technology Solutions, India	Manager AI & Analytics	Jan 2019 – Jan 2021
IBM, India	Industry Consultant (Analytics)	Oct 2009 – May 2016

EDUCATION

PGP CLOUD COMPUTING | GREAT LAKES INSTITUTE OF MANAGEMENT	**Bangalore, Karnataka, IN | Feb '23 – Oct '23**
M. SC. - DATA SCIENCE | LIVERPOOL JOHN MOORES UNIVERSITY	**Liverpool, UK | Dec '19 – Oct '21**
PG DIPLOMA IN DATA SCIENCE | IIIT	**Bangalore, Karnataka, IN | Dec '19 – Dec '20**
B. SC. – PHYSICS & MATHEMATICS | MG UNIVERSITY	**Kottayam, Kerala, IN | Apr '95– May '98**