DEEP GHETIA

Gurugram, Haryana

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Experience

SBI Card   **October 2024 – Present**
Data Analyst   *Gurugram, Haryana*

- Supported cross-functional teams, including credit risk, sales, operations, and marketing, contributing to a 10-12% reduction in credit card decline rates by identifying and mitigating operational issues.
- Analyzed and processed millions of data points using SAS, SQL, Python/PySpark, and Tableau, uncovering key insights that improved business processes and informed strategic decision-making.
- Identified and resolved credit approval and customer acquisition issues, improving processing efficiency by 15-20% and reducing manual interventions by 25%.
- Automated weekly and monthly reporting processes, saving approximately 30-40 hours per month in manual work, and developed interactive Tableau dashboards, enhancing real-time visibility for over 15 stakeholders.

Tata Consultancy Services   **August 2021 – September 2024**
Data Analyst   *Bengaluru, Karnataka*

- Worked for one of the leading credit reporting and information services organizations, where I utilized SQL, Python/PySpark, and SAS for data processing and analysis. Successfully deployed a quality project for clients, focusing on efficiency and accuracy in data handling.
- Gathered data from multiple sources, including various databases, flat files, and other external sources, analyzed and revised programs to increase operating efficiency by up to 45%.
- Additionally, I automated manual reporting processes using Python and SAS. This automation led to a significant reduction of 80-90% in human effort, time, and costs, while minimizing errors.

Ardelis Technologies   **August 2020 – July 2021**
SDE Intern   *Remote*

- Created an Email Marketing Platform that assists customers with automated and customizable email templates. Additionally, integrated Amazon Web Services (AWS) SES, which enables them to send high-quality transactional and marketing emails to customers.

Technical Skills

Languages: SQL, SAS, Python
Developer Tools: SAS Viya 9 / EG, Excel, Tableau, Git, Jira, Confluence
Technologies/Frameworks: PySpark, Google Cloud Platform
Databases: MySQL, PostgreSQL, BigQuery, Hive, Impala

Education

Bachelor of Engineering (B.E) in Computer Science   **August 2017 – July 2021**
St Joseph Engineering College, Mangalore, Karnataka   *CGPA: 7.8*

Projects

Flood Surveillance using FPV drones | *Python, Django, HTML, CSS, JavaScript, PostgreSQL*

- Using these multipurpose drones, we not only locate individuals in distress but also enable rescue teams to respond promptly.
- Equipped with thermal imaging cameras and other sensors, the multipurpose drone fulfills our objective of locating and tracking individuals stuck in floodwaters.
- Additionally, we serve as a communication bridge between individuals trapped in flooded areas and emergency rescue teams.

Department Blog App | *Python, Django, HTML, CSS, JavaScript*

- Web based Blog application for a department at my college. The purpose was to serve as a platform for sharing academic insights, research findings, departmental news, and student achievements.

Certifications

Google Cloud Certified - Associate Cloud Engineer | Google
Getting Started with SAS Programming | SAS