DEEPIKA IM

Data Analyst

deepikaim59@gmail.com | Portfolio Link | +91 8660491664 | Bengaluru, Karnataka

PROFESSIONAL SUMMARY

Results-driven **Data Analyst** with 3.5 years of experience in **data analytics, data Integration and transformation, data visualization, and business intelligence**. Proficient in **SQL, Python, Power BI, Alteryx Designer, and Advanced Excel**, with expertise in **data modeling, predictive analytics, and KPI reporting**. Skilled in building automated **data pipelines**, performing **data cleaning and transformation**, and developing **interactive dashboards** for **credit risk, portfolio performance, and sales analytics**. Known for reducing manual effort by up to 70% by implementing scalable data solutions and delivering actionable insights that drive business growth.

PROFESSIONAL EXPERIENCE

Software Engineer - GlobalLogic India Pvt Ltd   **Aug 2022 – Present**

- **Customer Banking Behavior & Credit Risk Analytics Platform**

  - Analyzed 5M+ customer banking records using **Azure SQL**, **Python**, and **Excel** for advanced **data analysis**, identifying deposit patterns, credit usage trends, and spending behaviors to support informed credit decisions.
  - Optimized ETL workflows and **SQL queries** to enhance **data cleaning**, **transformation**, and **standardization**, achieving a 70% reduction in manual effort and accelerating report preparation from days to hours.
  - Collaborated with engineering and business teams to implement **predictive analytics** and automate customer evaluation processes, enabling faster tracking of **risk scores**, late-payment patterns, and high-utilization accounts, improving portfolio reviews and reducing customer loss by ~12%.
  - Developed interactive **Power BI dashboards** for **data visualization** of credit score trends, portfolio performance **KPIs**, product adoption rates, and fraud-risk indicators, enabling leadership to make quicker credit decisions and driving a 2–3% increase in portfolio profitability.
  - Delivered actionable **business intelligence insights** into cross-selling opportunities and fraud-risk indicators, increasing customer engagement and reducing expected portfolio losses by ~15%.

- **Sales Performance Data Automation & Insights Platform**

  - Designed and deployed robust **ETL workflows** using **Alteryx Designer** to ingest, cleanse, and unify data from **SQL databases**, **Excel sheets**, and **CSV files**, creating standardized layers for **enterprise reporting** and **data integration**.
  - Engineered a comprehensive **data quality framework** with **null audits**, **deduplication checks**, **schema validation**, and **data governance** measures, improving reliability and reducing manual rework.
  - Automated recurring **data refresh cycles** using **parameterized Alteryx workflows** and scheduled runs, accelerating **reporting automation** and reducing manual preparation effort by ~60%.
  - Developed optimized **Power BI semantic models** and advanced **DAX measures** for **KPI reporting** across sales, finance, and operations, enhancing **data modeling** and supporting near real-time decisions.
  - Partnered with cross-functional stakeholders to gather requirements, define **KPIs**, and deliver interactive **self-service dashboards** and **business intelligence insights**, improving operational visibility and driving a 3% revenue boost.

TECHNICAL SKILLS

Programming & Querying: Python (Pandas, NumPy), SQL

Analytics & BI Tools: Power BI (DAX, Data Modeling, KPI Design), Advanced Excel, Data Visualization

Data Management: Data Cleaning, Data Quality Checks, Data Transformation, Schema Validation, Data Integration

Version Control & Collaboration: VS Code, Git, GitHub, GitLab, Agile/Scrum, Confluence

GenAI Productivity Tools: ChatGPT / Copilot for SQL generation

Statistical & Analytical Skills: Statistics, Predictive Analytics, Machine Learning (basic), strong analytical

CERTIFICATIONS

Alteryx Designer Core Certification
Microsoft Certified: Azure Fundamentals
Hacker Rank – Python (Skill Certification) & SQL (Skill Certification)
Basics of Cloud Computing Certification
GitHub Copilot GenAI Certification

AWARDS & RECOGNITIONS

Spotlight Award – Recognized for outstanding performance in project delivery and analytical contributions.
Star Award – Awarded for exceptional problem-solving, stakeholder collaboration, and delivering high-value insights.

EDUCATION

SDM Institute of Technology, Ujire – B.E. in Computer Science   **Aug 2018 – May 2022**