DEEPIKA MURALI

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PROFILE SUMMARY

Proactive Data Aspirant with 4+ years of experience, skilled at turning complex data into actionable insights. I excel in collaborative environments, using attention to detail and problem-solving to optimise data-driven decision-making and business processes. Committed to driving business growth and efficiency and supporting teams in achieving goals through data-driven strategies. Passion for investigating data trends that lead to insightful business insights.

KEY ACHIEVEMENTS

- Developed and presented solution designs and product demos to senior management, communicating complex data insights clearly, ensuring alignment with business goals, and driving stakeholder engagement and decision-making.
- Created real-time dashboards using SQL Query and Power BI, to improve business performance measures, KPI visualisation and issue resolution, increasing productivity by 20%. Demonstrated adaptability by quickly mastering Power BI to enhance data visualisation.
- Led a team of 5 to deploy an automation solution, reducing manual processes by 30%. Exhibited strong leadership by guiding the team, fostering collaboration, and aligning efforts with business goals.
- Awarded the Certificate of Appreciation from Infosys for exceptional contribution to a critical EP use case, resulting in high-value savings and improved client visibility.
- Resolved production delays by analysing workflow inefficiencies, improving efficiency by 20%. Applied problem-solving skills to gather client feedback and develop actionable user stories, enhancing product features.

SKILLS

- **Programming**: Python, R, HTML
- **Database**: MS SQL, PostgreSQL
- **Data Visualisation & BI Tools:** MS Office Suite (Excel with VBA, Pivot Tables, Advanced Functions), Power BI, Pandas, NumPy, scikit-learn, Dash, Seaborn, Tableau (Basic)
- **Process Optimisation:** Power Automate, Automation Anywhere, UiPath, BPMN.
- **Business Analysis:** Requirements Gathering, Defining Requirement**,** Stakeholder Management, Feasibility Studies, Process Mapping
- **Data Analysis:** Data Wrangling, Data Modelling
- **Technical Writing:** Documentation, Data Reporting, Dashboard creation, AS-IS and TO-BE Documentation
- **APIs & Cloud Technologies**: REST API, SOAP API, Functional knowledge of Cloud Technology (Azure and AWS)

WORK EXPERIENCE

Tata Consultancy Services, India - Systems Engineer   **July 2022 – August 2023**

- Led End to End SDLC project cycle from requirements gathering, feasibility checks to post-Go-Live support for 5 RPA projects, automating invoice and payment processes, improving cross-departmental alignment by 40%.
- Engaged with clients and stakeholders to understand business needs, developed solutions, and presented them to ensure alignment on project goals, maximising service value and ensuring smooth execution.
- Facilitated Agile workshops using Azure DevOps, translating business requirements into user stories and BPMN maps, reducing onboarding time by 20%.
- Conducted User Acceptance Testing (UAT) and Go-Live support, troubleshooting issues and ensuring solutions met business requirements while facilitating smooth deployment.
- Analysed automation metrics using Advanced Excel, SQL, and Power BI, creating real-time dashboards to monitor system performance and operational status, resulting in a 20% boost in productivity, a 15% improvement in customer satisfaction, and a 25% reduction in costs and enhanced efficiency.

- Developed and deployed a MS Teams chatbot using Power Automate, reducing downtime and support dependency, enabling self-service automation solutions resulting in improved operational efficiency, and streamlining of support functions, which was later adopted as a full-time solution.

Infosys, India - Senior Systems Engineer   **May 2019 – July 2022**

- Developed invoice and payment automation solutions for Finance team for an energy sector and retail sector using Automation Anywhere, boosting operational efficiency by 70% and reducing response times by 50%.
- Liaised between technical teams and stakeholders, reducing manual intervention by 60% and errors by 40% through clear communication.
- Documented process and solution designs and maintained all records, supporting a 30% reduction in manual processing and a 35% decrease in errors.
- Supported client onboarding and training sessions, ensuring effective use of solutions, and facilitating user understanding, which reduced error rates by 30%.
- Managed end-to-end lifecycle of 7 automation projects, achieving 100% on-time Go-Live and a 25% improvement in process efficiency.
- Designed and optimised 5 business processes using BPMN, reducing miscommunication by 30% and enhancing the organisational efficiency of the team.
- Built and optimised Excel and python dashboards, improving KPI visibility and enhancing service operations by 40%.

EDUCATION

Aston University, United Kingdom, MSc. Business Analytics, Merit   **September 2023 – September 2024**

Anna University, India, B.E. Electronics and Communication Engineering, 79.99%   **July 2015 – May 2019**

PROJECTS
- **Employee Data Analysis**: Analysed employee performance across departments, identifying trends using SQL and Power BI. Provided insights that optimised talent management and improved employee engagement strategies.
- **E-Commerce Sales Analysis**: Analysed sales trends and customer segments using SQL and Power BI, optimising inventory management and improving customer engagement, contributing to enhanced sales strategies an online marketplace.
- **Scheduling Strategies for Enhanced Efficiency in Manufacturing Systems**: Scheduling Strategies for Enhanced Efficiency in Manufacturing Systems: Developed a Python-based scheduling algorithm with a self-service analytics dashboard using PostgreSQL and Excel to optimise resource allocation and operational efficiency. Designed in-house analytics tools to enable data-driven decision-making, improve KPI tracking, and enhance real-time process monitoring, reducing production bottlenecks and improving scheduling accuracy.
- **Exploratory Data Analysis: UK Vaccination Trends**: Analysed vaccination trends using Python and Excel, identifying factors influencing vaccination rates and providing insights to improve uptake.
- **Credit Card Financial Analysis**: Analysed acquisition costs, activation rates, and credit utilisation patterns using DAX in Power BI, creating visualisations to identify inefficiencies and improve business insights, marketing, and segmentation strategies. Automated self-service financial reporting, enabling non-technical stakeholders to gain insights without manual intervention.

CERTIFICATIONS
- DataCamp Data Analyst Associate Certification – Using SQL
- Agile Project Management Foundation – LinkedIn
- Scrum Basic - LinkedIn
- Automation Anywhere & UiPath Certified RPA Professional.