

DEEPIKA MURALI

Data Analyst

United Kingdom | 07774886158 | deepikamurali127@gmail.com | [linkedin.com/in/deepika-murali120703](https://www.linkedin.com/in/deepika-murali120703)

PROFILE SUMMARY

Data Analyst with 4+ years of experience, including 2 years in data analysis and 4 years in RPA development. Strong expertise in SQL, Power BI, and Python for data analysis, transformation, and visualization. Proven ability to drive business improvements by improving data accuracy by 35% and reducing manual efforts by 50%. Passionate about transforming complex data into actionable insights to drive business decisions and optimize operational processes.

SKILLS

Data Analysis & Transformation: SQL, Python (Pandas, NumPy, scikit-learn), Data Cleaning, Data Transformation, Data Modelling, Alteryx, Microsoft Azure SQL, Azure Data Studio

Data Visualization: Power BI (Power Query, DAX), Excel (Pivot Tables, Macros, VBA)

Statistical Analysis: Python, R, SPSS

Business Analysis: Requirements Gathering, Stakeholder Management, Cross-Functional Collaboration, Agile Methodologies

Automation & RPA Tools: Automation Anywhere, Power Automate, UiPath

Soft Skills: Problem-solving, Analytical & Critical Thinking, Communication, Team Collaboration, Attention to Detail

WORK EXPERIENCE

Tata Consultancy Services | Senior RPA Developer | July 2022 - Aug 2023 | India

- Managed full SDLC for 5 RPA-driven data analysis projects, improving operational efficiency by 30% through data quality analysis, transformation, and Power BI dashboard creation.
- Performed data quality analysis by comparing manual vs. automated task outputs, achieving a 35% reduction in errors and enhanced data consistency.
- Developed interactive Power BI dashboards for financial reporting, which reduced costs by 25% and improved decision-making.
- Led stakeholder discussions and gathered business requirements, translating them into requirements documents, user stories, and tasks using JIRA, ensuring smooth implementation in an agile environment.
- Delivered data analysis insights and reports to both senior management and key stakeholders, ensuring alignment with organizational goals and fostering strong engagement for data-driven decision-making and successful project outcomes.
- Designed and deployed an MS Teams-integrated chatbot using Power Automate, enhancing user support and reducing IT dependency by 40%.

Infosys | Senior RPA Developer | May 2019 -June 2022 | India

- Automated data processing workflows, improving data processing efficiency by 70% and reducing response times by 50%.
- Conducted data cleaning and transformation on large datasets, achieving a 35% reduction in errors and improving consistency.
- Conducted business process mapping and optimisation using BPMN, leading to a 30% reduction in manual work and a 35% decrease in errors.
- Developed Excel dashboards that visualized key business metrics, contributing to a 25% cost reduction and improving decision-making across departments.
- Awarded Certificate of Appreciation from Infosys for contributions to a critical RPA use case, yielding high-value savings and improved client visibility. [Link](#)

PROJECTS

- Employee Data Analysis:** Used SQL for data extraction, cleaning, and analysis of employee performance, salary, and attrition rates, followed by Power BI for creating interactive dashboards with key metrics like turnover rate (49.9%) and performance trends, leading to actionable insights for reducing attrition by 15%. Tools: SQL, Power BI (DAX). [Link](#)
- E-Commerce Sales Analysis:** Cleaned and analysed e-commerce sales data with SQL, then visualised sales trends, customer segmentation, and marketing strategies using Power BI dashboards, which resulted in a 20% increase in revenue through optimised targeting. Tools: SQL, Power BI (DAX). [Link](#)
- Credit Card Financial Analysis:** Analysed credit card financial and customer data using Power BI with DAX, visualising key metrics such as delinquency rates, transaction amounts, and customer segmentation, contributing to a 10% reduction in delinquency rates through targeted interventions. Tools: Power BI (DAX). [Link](#)
- Second-Hand Car Market Analysis using Descriptive Analytics:** Conducted a detailed analysis of the second-hand BMW 3 Series market in the UK using regression analysis, correlation, and hypothesis testing, predicting car prices with an R-squared value of 41.9%, improving pricing strategy accuracy by 30%. Tools: Python (pandas, stats models), Regression. [Link](#)
- Predictive Analysis for Accident Severity using Machine Learning:** Developed and evaluated machine learning models such as Gradient Boosting, Random Forest, and Logistic Regression to predict accident severity, improving risk prediction accuracy by 25% and optimising insurance premium calculations. Tools: Python (scikit-learn), Machine Learning. [Link](#)

EDUCATION

Aston University | MSc Business Analytics | Sep 2023 – Sep 2024 | United Kingdom

Python, SPSS, Descriptive analysis, Statistical analysis, Predictive Analysis, Forecasting Models, Machine Learning, Data Mining, Management Consultancy.

Dissertation: Developed a product scheduling system for manufacturing industries and built a dashboard using Python Dash developed in Jupyter notebook, which allowed users to input data and visualise KPI performance and product status, thereby enhancing decision-making efficiency. [Link](#)

Anna University | B.E. Electronics and Communication Engineering | July 2015 – May 2019 | India

Wireless Communication, Robotics and Automation.

Project: Developed a Li-Fi-based indoor tracking system for smart buildings in collaboration with BSNL, enhancing my knowledge of wireless communication and its automation applications.

CERTIFICATION

- Alteryx Foundation Micro-Credential Certification | Alteryx | 2025 | [Link](#)
- Agile with Atlassian Jira | Atlassian | 2025 | [Link](#)
- Databases and SQL for Data Science with Python | IBM | 2025 | [Link](#)
- DataCamp Data Analyst Associate Certification | DataCamp | 2024 | [Link](#)