

# FEMINTO FRANCIS

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## SUMMARY

Business Intelligence Engineer with 6 years of experience in optimizing data pipelines, designing advanced reports and data models for marketing and recruitment. Skilled in managing large datasets, optimizing data workflows, and creating custom dashboards that transform complex information into actionable insights to drive strategic decision-making.

## PROFESSIONAL EXPERIENCE

### Business Intelligence Engineer

Jun 2023 – Present

#### Arizona State University (ASU)

USA (Remote)

- Led a sentiment analysis project on student surveys by implementing an **AI-powered LLaMA** model, which helped in course restructuring, improved resource allocation, and led to a **25%** cost reduction.
- Created dashboards that identified high-performing regions, programs, demographics, and marketing channels, helping drive a **30%** increase in university enrollment for AY 2025.
- Engineered and automated scalable **SQL**-based ETL pipelines, reducing processing time by **40%**.
- Implemented data partitioning and compression strategies on **Amazon S3**, cutting cloud storage cost by **20%**.
- Developed and maintained **Tableau** dashboards and reports, tracking KPIs for academic success and budget planning.
- Built statistical models on **Python** to forecast enrollments, optimizing fund allocation and driving a **19%** profit increase over two years.
- Resolved **98%** of support tickets within SLA, providing actionable insights to cross-functional teams and addressing data issues efficiently.

### BI Engineer (Business Technology Solutions Associate)

Nov 2020 – Jul 2022

#### ZS Associates

Pune, India

- Built analytical models and dashboards to evaluate SEM, Programmatic, Display, Social Media, and Email campaigns, enabling optimized marketing strategy that increased regional sales by **40%**.
- Optimized ETL workflows and implemented partitioned data storage, cutting transformation time by **25%** and enhancing overall performance.
- Developed advanced **SQL** solutions on **Redshift** and **Postgres**, improving data generation for reporting teams.
- Led the modernization of reporting systems by transitioning from **Microsoft SSRS** to **Tableau** dashboards, resulting in a **70%** increase in report utilization.
- Automated **Tableau** dashboard refresh, optimizing transaction time by **50%**, and eliminating manual intervention.
- Collaborated with cross-functional teams to identify reporting needs and provided data-driven recommendations, leading to more informed decision-making and strategic planning.

### Data Engineer

Jul 2018 – Sep 2020

#### L&T Technology Services Ltd.

Vadodara, India

- Performed transformations on large unstructured data and handled complex **SQL** queries to extract data from **Amazon Redshift** for further reporting process, improving end to end operation time by **25%**.
- Collaborated with stakeholders for gathering and interpreting data, to deliver solutions aligned with business goals.

## TECHNOLOGIES / SKILLS

**Programming and Scripting:** Python, SQL, PySpark

**Database and Data Warehousing:** Redshift, Postgres, Hadoop

**Cloud, ETL, and Version Control:** AWS, Amazon S3, Alteryx, Databricks, GitHub

**Visualization, Reporting and BI Tools:** Tableau, Power BI, Matplotlib, MS PowerPoint, Microsoft SSRS, MS Excel

**AI and ML:** LLaMA, GPT, Co-Pilot, Spacy, VADER Sentiment, Classification and Regression models

## ACHIEVEMENTS

**Sun Award for Innovation - ASU** (Oct 2024): Recognized for designing and implementing an efficient data pipeline enabling optimized reporting for academic and operational teams, resulting in a **40%** improved processing time.

## EDUCATION

### Arizona State University

Aug 2022 – May 2023

Master of Science in Business Analytics (MS)

3.9 GPA