

# DEEPLAXMI LAMBTURE

## Work Experience

<b>BUSINESS INTELLIGENCE DEVELOPER</b> – Marketplace Homes – Plymouth, MI	June 2024 - Present
<ul style="list-style-type: none"> <li>Built and maintained analytical dashboards in Power BI for leasing performance, financial KPIs, and operational trends.</li> <li>Leveraged T-SQL and Databricks to design scalable data models and automate reporting pipelines.</li> <li>Performed deep-dive analysis on leasing churn, vendor response SLAs, and renewal conversions.</li> <li>Created cohort and funnel analysis reports, enabling business leaders to optimize customer journey and marketing ROI.</li> <li>Automated data refresh schedules and email reports using Power Automate, reducing reporting turnaround by 40%.</li> <li>Conducted exploratory and statistical analysis using Python (Pandas, NumPy, Seaborn) for property investment insights.</li> <li>Collaborated with cross-functional teams to define metrics and deliver insights tailored to leasing, finance, and marketing teams.</li> <li>Implemented data governance best practices ensuring accuracy, consistency, and reliability across all reporting pipelines.</li> <li>Managed data compliance protocols, aligning dashboards and analytics processes with internal policies and regulatory standards.</li> </ul>	
<b>DEVELOPER</b> – Oracle Financial Services Software Limited – India	October 2020 - June 2023
<ul style="list-style-type: none"> <li>Analyzed transaction-level financial data to uncover product issues and optimization opportunities.</li> <li>Developed and maintained SQL-based audit reports for regulatory compliance and internal QA teams.</li> <li>Conducted root cause analysis and contributed to a 15% reduction in production issues through proactive data validation.</li> <li>Collaborated with PM teams to define KPIs and integrate business logic into database systems and analytic solutions.</li> <li>Designed data dictionaries, data lineage documentation, and performance benchmarks for internal reporting tools.</li> <li>Delivered ad-hoc reports to support audit, QA, and compliance teams; translated business requirements into SQL queries and validation logic.</li> </ul>	

## Technical Skills

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| <ul style="list-style-type: none"> <li>SQL (SQL Server, MySQL, Oracle, PostgreSQL), SSRS, SRIS, SSMS</li> <li>Python (Pandas, NumPy, SciPy, Matplotlib, Scikit-Learn, Seaborn, PySpark)</li> <li>Time Series Forecasting, Hypothesis Testing, A/B Testing, Cluster Analysis</li> <li>R (dplyr, shiny, ggplot, tm, tidyverse)</li> </ul> | <ul style="list-style-type: none"> <li>Excel (VLookup, Conditional Formatting, Pivot Tables)</li> <li>Microsoft Azure (Databricks, Azure Data Lake, Azure Data Warehouse)</li> <li>Data Governance, Reporting Automation, Stakeholder Reporting</li> <li>Microsoft Power BI, Tableau</li> </ul> |
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## Projects

### GLOBAL BRAND PERCEPTION DASHBOARD

- Designed automated ETL pipelines to process 50K+ sentiment records, enabling perception tracking and KPI reporting.
- Built interactive Tableau dashboards with daily refresh and self-serve access to accelerate insight delivery.
- Applied statistical trend analysis to detect sentiment shifts and key perception drivers, providing actionable insights that informed communication and messaging strategies.

### CUSTOMER SALES ANALYSIS

- Utilized **SQL** to extract data from 8 different related tables from customer sales databases using **JOIN** and **VIEWS**.
- Transformed and filtered data using aggregating and filtering function to improve reporting process.
- Generated insightful visualizations using Python to identify business intelligence strategies for enhanced sales performance.

## Education

**MASTER OF SCIENCE IN INFORMATION, SYSTEMS & TECHNOLOGY** – University of Michigan, Dearborn, MI April 2025  
Courses: Business Process Integration, Budget and Cost Estimation, Development and Interpretation of Financial Information, CRM

**BACHELOR OF TECHNOLOGY IN INFORMATION TECHNOLOGY** – VJTI, Mumbai, India September 2020  
Courses: Cloud Computing, Data Mining Techniques, Machine Learning, Database Systems, Project Management, Big Data