



**VINEET KAPOOR |B-Tech**  
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## Profile Summary

**Over 9 years** of Data analytics, Data visualization and Data science experience in the Account Receivables, Retail Banking services, Telecom, Ads Campaign. Experience in Data modelling, **Requirement Analysis, Requirement Gathering, Data storytelling, BI Reporting, Data quality, agile methodologies, data dashboards, statistical analysis** using (**SQL, Tableau, Power BI, Looker, Lookml, Looker Studio, Python**) and **GCP-BigQuery**. Experience in analyzing large datasets and deploying **ML models** and version control tools like **Github**. Expert understanding of Datasets across various domains. Proven analytical, problem solving, creative thinking and design skills.

## TECHNICAL SKILLS | TOOLS | DOMAIN KNOWLEDGE

**Data mining skills:** Regression analysis, Clustering algorithms, Classification algos, Statistics, Hypothesis Testing

**Visualization Tools:** **Power BI, Tableau, Looker studio, Looker, lookml**

**Cloud:** GCP – BigQuery, Sharepoint, SQL

**Domain knowledge:** Telecom, Financial services, Banking, Account Receivables domain, ads campaign, digital marketing.

**Software Languages :** Python, R

## WORK EXPERIENCE

**LTIMindtree, Delhi**



**Designation:**

Specialist- Data Engineering (Sept'2023 - till date)

- Analyzing, modelling **Digital Ad campaign**, revenue, placement metrics using **looker studio, Looker and Power BI**
- Created looks and dashboards in looker, worked on lookml parameters, models, explores, views, filters, datagroups, PDT, templated filters, HTML code for visualization, best practices.
- Created dashboards using sharepoint and Power BI. Worked on Power Automate, Power apps, Power Query, DAX, On premise gateways, Power BI desktop and service. Managed users access, apps, workspaces, Security, access control, scheduling.
- Testing the GCP views using SQL queries and created bugs on JIRA tool.

**HCL Technologies Limited, Noida**

**Designations:**

Associate Consultant (Oct' 2022 – Sept'2023)

Technical Specialist (Sept'2021 – Sept'2022)



**Key Result Areas:**

- Worked as Data Analytics lead, using **Tableau, Looker Studio, GCP BigQuery, looker** for solving the BI and Data science use cases.
- Worked with multiple stakeholders across Business/Data teams and implementing the POC on BI use cases.
- Created data models using Kimball method in power BI. Worked on Power BI report server and followed best practices.
- Produced Analytical insights using **Power BI, Looker Studio** and creating **SQL** views using BigQuery and SQL server.
- Analyzed Datasets in **BigQuery** and Python (**pandas**) for possible ML use cases.
- Experience of working in **agile environment methodologies** involving **scrum master, daily scrum calls, sprint planning**. Strong at team handling/mentoring & stakeholder management.

**Ericsson Global India, Noida**

**Designations:**

Data Scientist (August 2019 – Sept' 2021)



**Key Result Areas:**

- Developed **Management dashboards, Network performance KPI dashboards** for KPIs, Alarms, Incidents and Changes using **Tableau, Looker studio, Power BI** using its dynamic parameters and sets features.

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- Worked on **Google Cloud BigQuery** and created views, tables for Tableau dashboards visualization.
- Experienced working with **Hyper extracts**, incremental extracts, joins with custom SQL blending data from different data sources using **Tableau Desktop**.
- Have published Tableau dashboards on **Tableau server**, scheduling the reports and **optimized** the dashboards views using performance feature of Tableau.
- Knowledge/experience with Python and R to implement predictive models like Regression, Clustering, Classification, recommendation.
- Excellent communication skills at all levels with the ability to present information professionally & concisely with supporting data.
- Have ability to **compare BI products** and make recommendations to senior members of the team.

### Accomplishments:

- Improved the managing at site level for Network and optimization engineers.
- Developed Network KPI dashboards and enhanced network KPIs performance by reducing KPI failures at site level.

### Awards:

- Got opportunity to visit Ericsson HQ in Stockholm, Sweden for presentation of Tableau dashboards. Won Ace award for Q1- 2020.
- Won special mention award in BMAS All employee meeting for Management Dashboards by business head.

## GENPACT, Noida

### Designations:

Management Trainee (Aug 2018 – Aug 2019)



### Key Result Areas:

- Have worked on Tableau for Data visualization and dashboards.
- Worked on Customer segmentation and profiling using Account receivables data and designing Tableau dashboards on top of it for storytelling to clients.
- Performed **Data cleaning, Data preprocessing, class balancing, feature engineering, tuning of hyper-parameters, feature, feature engineering techniques, class balance techniques** using ML.
- Developed data pipelines for data integration of **Salesforce objects, MySQL Database, ML API, AWS S3** buckets using Jitterbit.

## INDIAN SCHOOL OF BUSINESS, HYDERABAD

Completed CBA (AMPBA) course with 3.49/4 score (Jan 2018 – June 2019)



### Project:

Worked on Deep learning project in Healthcare domain. It was Deep learning and computer vision project focused on using CNN, RNN, LSTM, Keras framework, TensorFlow API, GPU.

### Key Result Areas:

- Practically applied **web crawling, web scraping from Twitter, marketing analytics, supply chain analytics, data mining techniques, big data analysis** on raw datasets.
- Performed clustering the features from login and logout data of Mall of America to produce marketing strategies and increasing daily revenue.
- Predicted Bankruptcy ratio of companies using past data containing various financial ratios used by banks for loan approval.

**TATA CONSULTANCY SERVICES, Noida**

**Designations:**

System Engineer (Jan 2015 – Feb 2018)

Assistant System Engineer (Oct 2014 - Jan 2015)



**Key Result Areas:**

- Worked on IT Risk and Compliance Dashboards.
- Created efficient dashboards and insights for the customers.
- Developed reports using Tableau and make a dashboard. Connected to various data sources and design dashboards using Tableau.
- Have completed dashboard implementations that demonstrate visual standard methodologies (e.g., color themes, visualization layout, interactivity, drill-down capabilities, filtering, etc.).

**Education**

- Certificate in Business Analytics at ISB, Hyderabad (Jan 2018- June 2019)
- B.Tech. – Electronics Instrumentation & Control from YMCA University - 7.55 CGPA (2010 – 2014)

**Personal Information**

- Contact Address: Hno-F1/6 Sector-10, Faridabad