# Ashwini Maddala   + premium   ★ Featured

BI Analyst with 7.5 years of experience and proven record in developing business ready solutions using effective interpersonal skills and strong technical expertise, seeking opportunities in business analysis and reporting.

Current Designation: Advisor

Current Company: Dell International Services India Private Limited

Current Location: Bengaluru / Bangalore

Pref. Location: Bengaluru / Bangalore,Bengaluru / Bangalore

Functional Area: IT Software - Application Programming / Maintenance

Role: Software Developer

Industry: Retail

Marital Status: Married

Key Skills: power BI,Python,.net,c#,sql,obiee,tableau,sql server,javascript,business intelligence reporting,data modeling,data extraction,business intelligence,business analysis

Verified :     **Phone Number** |     **Email - id**

Total Experience: 7 Year(s) 0 Month(s)

Notice Period: 2 Months

Highest Degree: M.Tech [Database and Information Sciences]

Last Active: **Oct-Dec 2020**     Last Modified: **Oct-Dec 2020**

# Summary

BI engineer with 6 years of experience in developing business ready solutions using effective interpersonal skills and strong technical expertise, seeking opportunities in Business Intelligence Reporting

# Work Experience

### Dell International Services India Private Limited as Advisor
May 2019 to Till Date

?    Worked with product owners of the web platforms that are part of Dell B2B business to perform Digital platform performance analysis to identify the key areas of improvement and provide insights and recommendations to improve CSAT and other engagement KPIs.
?    Improved efficiency of various dashboards by automating various ETL processes and minimizing manual intervention using Big Data technologies.
?    Worked with Identity and Payments teams to identify the platform engagement and performance KPIs and created various dashboards and analytical actionable insights for achieving their CSAT goals.
?    Lead adoption of team management and project management initiatives for better use of team assets and reducing manual efforts.

### JC Penney as Bi Engineer 2
Aug 2017 to Sep 2018

Improved effectiveness of multichannel Employee Discount tool by identifying opportunity areas, working with business users to make use cases and implement application upgrades.
â?¢ Translated business needs into concrete implementations to replace 3rd party reporting system with OBIEE dashboards by fixing data integrity issues for Order & Commission management
â?¢ Gained subject matter expertise in 2 months on the custom order management system (WCSO), provided training to the front-line teams and supported them on critical production issues.
â?¢ Prepared and maintained application level user documentation to ensure business continuity.
Led technical training sessions with end users prior to commencement of UAT.

**Quantium Analytics** as Senior Software Engineer
Jul 2015 to Aug 2017

* Headed Competitive Intelligence team for multiple clients and portfolios in Insurance domain.
* Quote Compare is a web automation tool developed in C#.NET which runs bots to interact with insurance websites to generate quotations for various profiles.
* Developed a bot monitoring system (QCMT), a diagnostic reporting tool to detect failures, with a critical alert system. Recognised for 3 quarters for achieving >95% bot run success rate.
* Reduced rework by 40% for the entire team by streamlining the incoming tasks from multiple clients based on priority and impact to business
* Increased user satisfaction by implementing In-Process Feedback System to enable more transparency to client partners in project execution stage.

**Target Corporation** as Senior BI Developer
Jul 2013 to Jul 2015

Delivered multiple enterprise level reporting solutions in Retail domain on WebFocus, FusionCharts and .NET platforms in property tax, inventory management & customer loyalty.
* Developed a data entry and reporting .NET application for property tax users, through business collaboration, to evaluate property ROI and manage tax payment schedules effectively.

**Sonata Software Ltd** as Database Systems Analyst
Jul 2010 to Jun 2011

* Delivered MS Excel reports on promotions in travel domain from VISION (Oracle) database, which maintains and audits travel packages for Thomson UK Holidays.
* Developed & automated VISION database upgrades using UNIX shell scripting to help optimizing the upgrade process and minimize manual intervention.

# Education

UG: **B.Tech/B.E. (Computers)** from **Jawaharlal Nehru Technological University (JNTU)** in **2010**

PG: **M.Tech (Database and Information Sciences)** from **IIIT Bangalore** in **2013**

**Other Qualifications/Certifications/Programs:**

Big Data With Scala And Spark

# IT Skills

| Skill Name | Version | Last Used | Experience |
|---|---|---|---|
| Sql server, tableau, power bi , webfocus | | | 0 Year(s) 0 Month(s) |
| Angular JS [I], Javascript [I], HTML | | | |
| REST [I], ASP.NET [I], CSS3 [I] | | | |
| SQL Server [P], Oracle 10g [I], MySQL [N | | | |
| JQuery [I], MVC [I] , Entity Framework | | | |
| Windows [I], Unix-based OSs [P] | | | |
| Git [I] , TFS [I] | | | |

# Languages Known

| Language | Proficiency | Read | Write | Speak |
|---|---|---|---|---|
| English | Expert | | | |
| Telugu | Expert | | | |

| Kannada | Beginner |
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## Affirmative Action

Category: General

Physically Challenged: No

## Work Authorization

Job Type: Permanent

Employment Status: Full time