# RAJAKUMAR KEELU

Data Analyst | BI Analyst | Performance Analytics Specialist  
📊 Power BI | SQL | Advanced Excel | Data Storytelling | Business Intelligence

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## PROFESSIONAL SUMMARY

Experienced Data & Performance Analyst with a strong foundation in SQL, Power BI, and Business Intelligence (BI).   
Proven success in:  
✅ Automating data reporting, reducing manual effort by 30%  
✅ Analyzing large datasets (13M+ rows, 37GB Netflix DB) for actionable insights  
✅ Building KPI dashboards that improved stakeholder decision-making  
  
Seeking Data Analyst, BI Analyst, or SQL Developer roles to leverage my expertise in data visualization, reporting automation, and SQL-based insights.

## TECHNICAL SKILLS

✔ Data Analysis & Visualization: Power BI, Tableau, Advanced Excel  
✔ SQL & Database Management: SQL Server (SSMS), MySQL, PostgreSQL  
✔ Business Intelligence & Reporting: PL-300 (Power BI), KPI Dashboards, Data Storytelling  
✔ ETL & Data Handling: Data Cleaning, Transformation, and Extraction  
✔ Programming: Python (Basic – Pandas, NumPy), DAX (Power BI)

## TOOLS & TECHNOLOGIES

✔ Power BI | SQL Server | SSMS | MySQL | PostgreSQL  
✔ Advanced Excel | Tableau | Python (Pandas, NumPy) | DAX  
✔ Data Wrangling | KPI Dashboards | ETL Processes

## CERTIFICATIONS & TRAINING

📜 PL-300 Power BI Certification (Ongoing Preparation) – Microsoft  
📜 SQL for Data Science – IBM (Coursera)  
📜 Data Analytics Professional Certificate – IBM (Coursera)  
📜 Advanced Excel for Data Analytics – Udemy  
📜 Tableau & Power BI Training – ETL Hive Institute

## CAREER TRANSITION, UPSKILLING & INTERNATIONAL JOB MARKET EXPLORATION

📍 Oct 2023 – Present  
  
✅ Completed multiple certifications in SQL, Power BI, and Data Analytics (IBM, Microsoft, Udemy)  
✅ Worked on large datasets (13M+ rows, 37GB Netflix dataset) using SQL & Power BI  
✅ Developed interactive Power BI dashboards & SQL-based reports for data-driven insights  
✅ Engaged in self-learning & hands-on projects to transition into Data Analytics  
✅ Explored the UAE job market (Jan 2024 – May 2024), attending interviews and gaining insights into hiring trends for Data Analytics & Business Intelligence roles  
✅ Actively building a portfolio on LinkedIn & GitHub to showcase data skills  
  
🔹 Tech Stack: SQL | Power BI | Python | SSMS | Data Visualization

## PROFESSIONAL EXPERIENCE

### Associate Manager – Data & Performance Analytics

📍 NCR Corporation, Mumbai | Nov 2018 – Oct 2023  
  
✅ Developed & maintained 10+ Power BI dashboards for KPI tracking & executive reporting  
✅ Automated reporting workflows, reducing manual effort by 30%  
✅ Optimized SQL queries for analyzing millions of rows of data  
✅ Led a team of analysts, improving data-driven decision-making  
✅ Conducted root cause analysis to identify performance gaps & business improvements  
  
🔹 Tech Stack: Power BI | SQL Server | SSMS | Advanced Excel | Python (Pandas, NumPy)

### Team Leader – Data & Service Coordination

📍 Diebold Nixdorf, Thane | Nov 2015 – Oct 2018  
  
✅ Extracted & analyzed large incident datasets (CSV files) from ATM error logs, identifying performance trends and operational inefficiencies  
✅ Performed root cause analysis of ATM failures using historical data, helping reduce downtime by 15%  
✅ Developed PowerPoint presentations & Power BI reports for weekly, monthly, and yearly performance tracking  
✅ Provided data-driven insights to stakeholders, improving service response times and reducing repeated failures  
✅ Automated reporting workflows, reducing manual effort and improving accuracy  
  
🔹 Tech Stack: Power BI | SQL (Self-Training) | Excel | Incident Data Analysis

### Service Coordinator – Operations & Data Reporting

📍 NCR Corporation, Mumbai | Aug 2013 – Oct 2015  
  
✅ Analyzed service operations data to identify trends, discrepancies, and process gaps.  
✅ Assisted in logistics coordination and compliance adherence using data insights.  
✅ Created Excel-based operational reports for tracking issue resolution times and service levels.

### Team Coach – Business Support Services

📍 Diebold Nixdorf, Thane | Jan 2013 – Aug 2013  
  
✅ Delivered data-driven training & development programs to improve team performance.  
✅ Monitored data analytics metrics to track efficiency and service quality.

### Incident Management Executive

📍 Team Lease Services, Thane | Jan 2011 – Jan 2013  
  
✅ Managed data entry, process coordination, and stakeholder follow-ups for business operations.

### Contact Centre Executive

📍 Sutherland Global Services, Thane | Apr 2010 – Dec 2010  
  
✅ Developed communication & problem-solving skills while handling customer queries.

## EDUCATION

🎓 Bachelor's Degree – Business & Economics, Mumbai (2015 – 2018)  
🎓 Certifications in English Proficiency – IELTS, PTE, EIKEN

## KEY SKILLS & COMPETENCIES

📌 Data Storytelling & Visualization – Presenting insights using Power BI, Tableau, and PowerPoint  
📌 Data-Driven Decision Making – Analyzing KPIs, performance metrics, and trends for business impact  
📌 SQL & Process Optimization – Writing SQL queries to clean, transform, and analyze datasets  
📌 Stakeholder Collaboration – Communicating insights with business teams & leadership  
📌 BI Reporting & Dashboards – Building interactive reports & automated dashboards

## ACHIEVEMENTS

🏆 Reduced data reporting errors by 40% by implementing automated dashboards in Power BI.  
🏆 Optimized service workflow, leading to 15% faster resolution times for ATM operations.  
🏆 Increased stakeholder data visibility by creating dynamic Excel & SQL-based reports.