



## SOWMYA KRISHNAM

### Data Analyst | Business Intelligence | Cloud Data Migration

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### Professional Summary

Results-oriented Data Analyst with 4.5 years of experience in FinTech, Banking, and Product-based sectors, driving **data-led decision-making**, **operational efficiency**, and **executive insight delivery**. Proven expertise in building real-time dashboards, automating MIS, and leading **database migration projects to Azure SQL**. Adept at stakeholder engagement, root cause analysis (RCA), and supporting leadership with **strategic KPI tracking**. Familiar with cloud platforms (Azure, Databricks), ETL processes, and cross-functional collaboration.

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### Core Competencies

- **Business Intelligence:** Power BI, Tableau, Smart Narratives, KPI Dashboards
  - **SQL Expertise:** MS SQL Server, Oracle, Databricks SQL, Spark SQL
  - **Cloud & Data Engineering:** Azure SQL, ADF (Beginner), SSIS
  - **Workflow Automation:** Power Automate, Python (basic)
  - **Reporting & Compliance:** MIS Reporting, RBI Compliance, UAT, BRD
  - **Data Quality & Governance:** Data wrangling, integrity checks, error handling
  - **Project Management Tools:** JIRA (Kanban methodology)
  - **Advanced Excel:** Data modelling, dashboarding, and forecasting
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### Professional Experience

#### United Breweries (Heineken), Bangalore

*Data Analyst*

**Sep 2023 – Present**

- Spearheaded the **Oracle to Azure SQL migration** with zero downtime and enhanced post-migration query performance.
- Developed and maintained **real-time Power BI dashboards** for tracking production, dispatch, and supply chain KPIs.
- Delivered **root cause analyses** for operational inefficiencies to support strategic interventions.
- Built **executive summary dashboards** in Supply chain for MD/CEO with Smart Narrative insights.

- Automated **MIS workflows** via Power Automate and Python, reducing manual dependencies.

## **Cholamandalam Investment and Finance**

*Data Analyst*

**Jan 2023 – Aug 2023**

- Automated legacy reports, reducing TAT by 40%, and ensured consistent data availability.
- Provided data-driven insights to leadership to support **business strategy alignment**.
- Collaborated with cross-functional teams to define KPIs and visualize progress.

## **HDFC Bank**

*Junior Data Analyst*

**Sep 2020 – Dec 2022**

- Ensured **regulatory compliance** through accurate RBI reporting and governance controls.
- Conducted **User Acceptance Testing (UAT)** and created detailed BRDs for data systems.
- Developed dashboards in Tableau and created stored procedures to enhance reporting agility.
- Led **data segmentation and campaign performance analysis** for business growth initiatives.

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## **Select Projects**

### **Brewery Dispatch & Production Dashboard**

- Built end-to-end Power BI dashboards linked to Azure SQL and automated with Power Automate. Enabled **real-time RCA** and target vs actual variance tracking.

### **Supply Chain KPI Dashboards**

- Visualized performance metrics like downtime, production loss, and its impact on sales using global cubes, aiding **national benchmarking and strategic alignment**.

### **SQL to Azure Migration**

- Planned and executed end-to-end data migration and architecture redesign from on-prem to Azure. Improved data pipeline efficiency and reporting security.

### **Executive Summary Dashboard**

- Developed an MD-facing dashboard combining key KPIs across manufacturing and dispatch. Used **Smart Narrative visualizations** for top-level decision support.

### **Finished Goods Ageing Dashboard**

- Built automated alerting mechanisms to flag ageing stock, reducing potential write-offs and ensuring **inventory optimization**.

### **Sales Data Management & Automation**

- Automated monthly sales data loads with Python + Power Automate, ensuring data integrity and reducing human error in MIS.
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### **Education & Certifications**

**MBA-Banking Technology, May2020**

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### **Key Performance Highlights**

- **100% on-time delivery** of dashboards and reporting pipelines
- **Zero data integrity issues** post Oracle to Azure migration
- **>90% stakeholder satisfaction** (qualitative feedback from cross-functional teams)
- Enabled **>30% improvement in data-driven decision-making** for leadership reviews