

# GOKUL LALA

Data Analyst | Automation & BI

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## PROFILE SUMMARY

Data Analyst with **1.5+ years** of experience automating and analysing large-scale **financial datasets** using **Python, SQL, Power BI, and Xceptor**. Delivered workflow automation that reduced manual effort by **30%+**, improved reconciliation accuracy, and enabled near real-time KPI monitoring for stakeholders. Strong in **ETL/ELT, data validation, exception handling, root cause analysis (RCA)**, and **SLA-driven operations**.

## PROFESSIONAL EXPERIENCE

eClerx Services Ltd | Senior Analyst | Aug 2021 – Jan 2023

- Automated end-to-end **financial data workflows** using **Xceptor**, reducing manual intervention by **35%** and improving data reconciliation accuracy.
- Built, configured, and maintained **10+** Xceptor workflows for **data ingestion, transformation, and validation** on large-scale datasets; achieved **100% SLA compliance**.
- Optimized **error handling** and **exception management**, reducing issue resolution time by **25–30%** and improving data quality.
- Integrated Xceptor outputs into **Power BI dashboards** to enable near real-time monitoring and faster decision-making for stakeholders.
- Performed **RCA** on recurring failures and implemented automation fixes, lowering escalation rates by **20%+**.
- Partnered with cross-functional teams (Data Engineering, BI, Operations) to streamline upstream/downstream processes and reduce rework.
- Supported **data security** and **regulatory compliance** by implementing role-based access controls and audit trails.

## PROJECTS

**Advanced Text Analysis for Drug Reviews** *NLP / ML*  
Tech: Python, LSTM, XGBoost

- Built end-to-end sentiment analysis for pharmaceutical reviews using LSTM and classical ML models; achieved **87%** classification accuracy.
- Improved rating prediction performance by **10%** versus baseline models through feature engineering and model tuning.

**Guava Fruit Disease Detection** *Computer Vision*  
Tech: PyTorch, ViT-CNN

- Developed a ViT-CNN hybrid model to classify **9** guava diseases; achieved **85%** classification accuracy.
- Optimized architecture and training strategy, improving detection performance by **~20%**.

**Sentiment Mapping for Public Reviews** *Analytics Pipeline*  
Tech: Python, MongoDB, Power BI

- Engineered a scalable pipeline to process **100,000+** public reviews; achieved **92%** precision in sentiment classification.
- Delivered dashboards to track sentiment trends and support stakeholder insights.

Python & SQL Analytics  
Power BI / Tableau  
Xceptor Automation  
BigQuery & ETL

## CORE SKILLS

**Analytics:** Data analysis, KPI reporting, Data validation, Reconciliation  
**Automation:** Xceptor, Excel, Workflow design, Exception handling  
**BI:** Power BI, Tableau, Dashboarding, Data storytelling  
**Data:** ETL/ELT, SQL querying, Data quality, RCA  
**Domain:** Financial operations, SLA compliance, Audit trails

## TECHNICAL SKILLS

**Languages:** Python, SQL, Bash, R, .NET  
**Cloud:** Google Cloud (BigQuery)  
**Tools:** Xceptor, MS Excel, IBM Watson Studio  
**Viz:** Power BI, Tableau

## EDUCATION

**MSc — Data Analytics** (2024)  
National College of Ireland, Dublin  
**B.Tech — Computer Science Engineering** (2022)  
Lovely Professional University, Punjab

## CERTIFICATIONS

- Data Science — Board Infinity
- Python Programming — GUVI
- Data Fundamentals — IBM