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.

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