

# Vidya Vijay

## Data Analyst

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### PROFESSIONAL SUMMARY

- Data and Business Analytics Professional with 4+ years of experience across pharmaceuticals, manufacturing, media research, and IT services.
- Proficient in SQL, Power BI, Tableau, Python, and Excel for data cleaning, KPI reporting, and operational analysis.
- Post-Baccalaureate Diploma in Business Analytics (2025, GPA 3.8), with hands-on predictive modeling and database project experience.

### SKILLS

**Databases & Programming:** SQL (MySQL, PostgreSQL), Python (Pandas, NumPy, Scikit-learn)

**Business Intelligence:** Power BI (DAX, Power Query), Tableau, Advanced Excel (Pivot Tables, Power Query)

**Data Techniques:** Data Cleaning, ETL Workflows, Statistical Modeling, Regression, Hypothesis Testing, Trend Analysis

**Soft Skills:** KPI Reporting, Data Storytelling, Stakeholder Communication, Cross-functional Collaboration

### PROFESSIONAL EXPERIENCE

#### Data Analyst – Production Planning & Inventory Control (Executive)

Sep 2021 – Mar 2022

Caplin Point Laboratories

- Analyzed and reconciled inventory records for 150+ SKUs using Advanced Excel lookup functions.
- Automated KPI and variance reporting via Power Query, reducing manual reporting time by ~3 hours daily.
- Developed structured Excel data models and Pivot-based analyses to identify inventory movement patterns and demand trends.
- Performed data validation and reconciliation to ensure 99%+ accuracy across warehouse and production datasets.
- Supported cross-functional teams with timely performance reports used for production and inventory decisions.

#### Research & Data Analyst

Jul 2018 – Jul 2020

CapeStart

- Collected, structured and analyzed 500+ media records per day to deliver comprehensive analytics for enterprise clients.
- Spearheaded data cleaning and normalization of unstructured datasets using Excel for quantitative research and reporting.
- Designed standardized Excel reporting templates, increasing on-time report delivery from 80% to over 95%.
- Developed keyword-based search logic to enhance data retrieval accuracy and consistency in analytics outputs.
- Produced analytical reports summarizing media impact metrics and market trends to support client decision-making.

#### QA Analyst (Assistant Systems Engineer)

Nov 2015 – Jul 2017

Tata Consultancy Services

- Developed custom SQL queries in HP ALM to extract and analyze raw project data from the SQL Server backend.
- Validated backend data integrity and ETL processes by writing T-SQL scripts to compare database schemas.
- Built automated SQL-to-Excel reports to track testing progress, reducing manual reporting effort by 20%.
- Analyzed defect patterns using SQL Joins and Aggregations to identify system issues and prioritize fixes.

### APPLIED ANALYTICS PROJECTS (2023- 2025)

#### Restaurant Sales Forecasting & Customer Analytics (SQL, Python, Power BI)

- Built a sales forecasting model in Python using linear regression and historical transaction data.
- Developed an interactive Power BI Dashboard utilizing DAX to analyze revenue trends and customer behavior patterns.
- Optimized data cleaning scripts in Python and SQL to handle and transform transactional datasets for modeling.

#### Production Plant Database Management System (SQL)

- Designed a normalized MySQL database schema with 10+ tables for order and inventory management.
- Optimized SQL queries to automate inventory tracking and reduce data redundancy.

### EDUCATION

#### Post-Baccalaureate Diploma, Business Analytics (GPA: 3.8)

2023 - 2025

University of the Fraser Valley, BC, Canada

- **Relevant Coursework:** Database Management, Data Visualization, Statistical Analysis, Customer Intelligence

#### Bachelor of Technology, Chemical Engineering

2011 – 2015

SASTRA University, India

### CERTIFICATIONS

#### Microsoft Power BI Data Analyst | Microsoft on Coursera | 2025

#### Data Science & Analytics | KELTRON Knowledge Centre, India | 2023