

Data and Business Intelligence professional with hands-on experience across the [full data lifecycle](#), from data extraction to stakeholder reporting. Skilled in using [SQL](#) and [Python](#) for data extraction and transformation, [Alteryx](#) and [DBT](#) for automated [ETL](#), [ELT](#) development, and [Azure/Snowflake](#) for scalable cloud data storage. Proficient in visual analytics using [Power BI](#), [Qlik Sense](#), and [Tableau](#) for cross-functional teams and [reporting through Excel](#) and [PowerPoint](#) for [stakeholder presentations](#) and business reviews. Holds a [strong foundation in Machine Learning](#) and [AI](#), gained through a [Master’s degree](#) in Data and Decision Analytics at the University of Southampton, with practical experience applying [models like linear regression, clustering, and random forest](#) to real-world problems. Proven ability to [optimise ETL](#) workflows, tune [SQL](#) and [DAX](#) queries, and streamline data pipelines, reducing dashboard load times, improving data accuracy, and enhancing operational efficiency. Demonstrated success in delivering business-critical insights across retail, insurance, and manufacturing sectors and knowledgeable in UK GDPR/DPA 2018 compliant data practices. Hold [Right to Work](#).

SKILLS:	
Programming & Scripting:	Python, R, SQL
Data Engineering & ETL:	Alteryx, DBT
BI & Visualisation:	Power BI, Qlik Sense, QlikView, Excel, SSRS, Tableau
Cloud and Warehouse:	Azure, Snowflake
AI & LLM Tools:	ChatGPT, Copilot
Project Management Tools:	Trello, Agile Methodology, Waterfall Methodology
Soft Skills:	Communication, Stakeholder Management, Critical Thinking
MS Office:	Outlook, PowerPoint
Machine Learning:	Linear Regression, Random Forest, K-Means Clustering, Predictive Analytics
Digital Analytics:	Google Analytics, A/B Testing, Hypothesis Testing

WORK EXPERIENCE:	
<i>Sales Assistant</i>	Apr 2024 – Jun 2025
Poundland & Dealz, Southampton, UK	
<ul style="list-style-type: none">Compiled weekly and monthly SKU reports to identify product trends, basket behaviour, and customer preferences.Developed Tableau dashboards showing average basket size, top/bottom sellers, and product performance by time-of-day.Participated in weekly business reviews, presenting actionable insight to the store team that led to improved product visibility and upselling success.Supported retail decisions with data summaries that informed ranging, rotation, and discount timing.	
<i>Business Intelligence Developer (Client - Care Health Insurance)</i>	Sep 2021 – May 2023
Team Computers Pvt Ltd, Gurgaon, India	
<ul style="list-style-type: none">Reduced average pending healthcare claims from 80K to 38K by developing a SQL-driven QlikSense dashboard that tracked ageing trends and department-level bottlenecks, boosting processing productivity by 52%.Improved claim settlement time by 20% and increased customer retention by 15% by developing a monthly travel insurance Power BI dashboard using SQL to analyse sales, renewals, and claims, enabling stakeholders to optimise strategy and resource allocation.Received praise for designing a daily executive reporting system for MD and department heads (Claims, Finance, Sales, Actuarial) using SQL, Excel, Power BI, enabling real-time KPI tracking and cross-functional insights, which improved strategic decision-making and operational visibility across 4 business units.Collaborated with stakeholders to gather business requirements using Agile and Waterfall methods, and delivered KPI dashboards that improved reporting turnaround time and stakeholder visibility, reducing ad hoc report requests by 25%.Automated over 100 daily recurring reports for stakeholders and B2B clients, reducing manual reporting by 70% and improving report delivery efficiency.Delivered training and ongoing support to business end-users and stakeholders through workshops and documentation to enhance the adoption of Power BI and Qlik dashboards and improve data literacy.Acted as a Data SME for troubleshooting and resolving reporting issues, fostering strong cross-functional relationships and trust in data accuracy.Transformed and integrated multi-source data into centralised data warehouses using SQL, Alteryx, and Python, streamlining data pipelines and improving accessibility for analytics.Optimised SQL, Power BI DAX queries, Qlik and Alteryx ETL pipelines made them into a star schema from snowflake schema, reducing data loading time from 8 hours to 5 hours 3 hours and achieving 95% data accuracy.Partnered with the Head of Claims to define project objectives aligned with business goals, while coordinating with IT to optimise server and data warehouse performance, reducing data retrieval time by 40% and improving overall system efficiency.Conducted root cause analysis to identify factors influencing ETL performance and implemented variables and safeguards.Utilised MS Excel features such as pivot tables and VLOOKUP for quick data validation, ad-hoc analysis, and detailed reporting to address immediate business needs.	

<i>Junior Data Analyst</i>	Aug 2020 – Aug 2021
Nipa International, Gurgaon, India	
<ul style="list-style-type: none">Extracted and cleaned manufacturing data from ERP using MySQL, for trend analysis and reducing data processing time by 20%.Designed and delivered performance reports using Excel and MySQL, tracking key metrics like production efficiency, downtime, and defect rates, leading to a 15% improvement in process monitoring.Identified 25 lakhs INR in potential annual savings by analysing raw material usage and waste trends.Assisted in reducing audit preparation time by 30% through standardised reporting templates.	

PROJECTS:	
Predicting TFL Bike Usage Using Machine Learning:	
<ul style="list-style-type: none">Built ML models (Linear Regression, Random Forest, SVM) to predict bike demand using weather and trip data; achieved highest accuracy with temperature-based features.Uncovered peak usage trends and suggested weather-driven bike redistribution to optimise service efficiency.	
Geographic Sales Analytics:	
<ul style="list-style-type: none">Used Power BI to analyse regional sales, product returns, and customer segments, identifying low-profit areas and high-return rates to support strategic business decisions.	
NHS Staff Scheduling:	
<ul style="list-style-type: none">Led the development and management of an SQL database for hospital staff shift allocation, designing and executing complex SQL queries to analyse staff scheduling and optimise work hours, estimating a 25% reduction in scheduling conflicts.	
Revenue Management:	
<ul style="list-style-type: none">Developed pricing optimisation models for Carnival Cruise Line by analysing market trends and demand patterns, resulting in improved pricing strategies and enhanced revenue management.	

EDUCATION:	
University of Southampton	Sep 2023 – Sep 2024
Southampton, UK	
Masters of Science - Mathematics - Data and Decision Analytics (Merit)	
<ul style="list-style-type: none">Key Modules: Data Analytics, Data Science Techniques of Python, Snowflake, Statistical Computing for Data Science, Machine Learning, SQL, Power BI Data Visualisations, and Deterministic Methods for Data Science, R Studio	