Aashay Zende

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Summary

- Over 5 years of experience in IT as a Sr. Business Analyst/ BI Developer / Lead.
- Proficient and results-oriented Business Analyst and BI Developer with 5+ years of experience in SQL, Power BI, and Excel tools.
- Adept at cross-departmental collaboration, stakeholder management, and leading projects to successful outcomes.
- Expertise in gathering business requirements, transforming them into technical specifications, and developing interactive dashboards and reports.
- Effective communicator with exceptional presentation skills; experienced in engaging with senior stakeholders.
- Exposure in dealing with variety of relational databases like DB2, Oracle, Teradata and SQL server. Good knowledge of loading files using SQL Developer, Toad, SQL Assistant.
- Ability to work independently with little direct supervision effectively in a highly complex, entrepreneurial and (often) high-pressure environment.
- Quick learner, ability to work in groups or independently, even on tight schedules.
- Excellent team player with strong analytical, communication, and interpersonal skills.
- Responsible for capturing and translating business requirements into BI specifications, and then creating software solutions , testing and deploy them into PROD

Education

Northeastern University	Boston, MA
Master of Science - Business Analytics	Sep 2023 – Dec 2024

Business Skills:	**Project Management, Business Strategy and Management Consulting, Market Analysis, Data Analysis, Requirement Analysis, Process Analysis** **BRD, FRD, SWOT Analysis, Gap Analysis, Requirements Elicitation, Stakeholder Management, Strategic Pla Conflict Management, Industry Knowledge, Stakeholder Engagement, Business Process Modeling, Forecast GTM (Go-To-Market), Reporting, User Research, Problem Solving**
Quality Assurance:	**User Acceptance Testing (UAT), Quality Assurance**
Risk Management:	**Risk Assessment, Mitigation Strategies,**
Financial Knowledge:	**Budgeting, Cost-Benefit Analysis, Financial Modeling**
Languages:	**SQL, R, Python**
Tools:	**Power BI, Tableau, JIRA, SharePoint, Figma, Service Now**
Methodologies:	**SDLC, Agile (SCRUM), Waterfall**
Others Skill:	**VBA Macros, Data Analysis and Visualization, Extraction and Manipulation, Root Cause Analysis, KPI Monitoring, User-Experience Design, Process Optimization, API**

Certifications

[DataCamp SQL Associate](#) | [Business Analytics with R](#) | [Supply Chain Analytics](#) | [DataCamp Data Literacy](#) | [Career Management](#)

Experience

Redseer Strategy Management Consulting	Remote (United States)
Sr. BI Developer – Business Analyst	May 2024 – August 2024

- Designed and implemented 15 Power BI dashboards for client presentations and tracking KPIs, resulting in a 25%

improvement in data transparency and decision-making.
- Conducted data modeling and data transformation using Power BI tools, reducing report generation time by 35%.
- Created custom visualizations to support monthly executive presentations, leading to an informed strategic direction for over 10 client projects.
- Building, publishing customized interactive reports and dashboards, report scheduling.
- Created Event and time-based schedules to help users to subscribe to the reports/dashboards.
- Collected, analyzed, and transformed data from SQL Server, Databricks, and Excel using SQL queries and ETL processes.
- Utilized DAX to implement calculations, measures, and KPIs for meaningful data insights.
- Implemented data governance practices, including row-level security (RLS), to ensure compliance with data security and privacy.

Redseer Strategy Management Consulting   Mumbai, India
Sr. Business Analyst   February 2022 – May 2023

- Developed a PowerBI dashboard that revolutionized decision-making by analyzing extensive Excel datasets and SQL through cross-collaboration with different departments. Key in revamping client approaches, it boosted revenue by 40% in 10 months via new acquisitions and strengthening of contracts, showcasing the impact of our data-driven advisory.
- Managed investment portfolios for firms such as Warburg Pincus, Meta, and Tencent, leveraging Python and R within an analytics team to transform complex data into actionable investment strategies, resulting in a 28% average increase in portfolio performance.
- Facilitated monthly strategic meetings with VPs and heads of strategy of client companies, for market landscaping and consulting that led to the implementation of 20 plus new strategies and model adaptions.
- Conducted a granular analysis of 12 distinct e-commerce models against the backdrop of India's dynamic retail landscape, leading to strategic solutions, and achieved an average of 18% boost in operational efficiency, during my tenure, for client companies including Amazon, Flipkart, Reliance and many more. Tactics directly led to a 30% reduction in customer acquisition costs, while simultaneously optimizing marketing expenditures.
- Upheld data governance and security standards, meticulously safeguarding sensitive information and preserving data integrity within Power BI reports and dashboards.
- Spearheaded performance optimization endeavors, fine-tuning Power BI artifacts to deliver optimal visualization and analysis experiences for users.
- Converted MicroStrategy dashboards into Power BI environment.
- Created Executive Dashboard for higher management by gathering and combining metrics, attributes from all the tables.
- Integrated Python and Teradata have done SQL parsing and automated the entire process.

Environment: Power BI, SQL Server, MicroStrategy Developer 10.3/10.1, Command Manager Teradata 13.0, Teradata SQL Assistant 13.0

ICICI Bank   Mumbai, India
Sr. Power BI Developer   August 2020 – January 2022

- Proactively engaged with business stakeholders to elicit requirements and oversee project delivery, focusing on enhancing existing reports and dashboards.
- Innovated by crafting dynamic dashboards, charts, and reports tailored to diverse campaign needs, while spearheading the conceptualization of cutting-edge dashboard designs by proficiently leveraging advanced capabilities of Power BI and Tableau.
- Investigated and resolved reported issues through meticulous research and root cause analysis, alongside optimizing performance and tuning operations for enhanced efficiency.
- Demonstrated foresight by creating mock-up reports for user feedback even prior to development initiation, ensuring alignment with user expectations.
- Held dual responsibilities of development and production support across multifaceted projects spanning finance, e-commerce, and sterling domains.
- Orchestrated Agile methodologies within project frameworks, actively contributing to daily standup meetings and sprint

planning sessions.
- Seamlessly integrated disparate data sources into Power BI and Tableau environments, liaising closely with stakeholders to ensure data accuracy and optimize dashboard performance.
- Empowered colleagues through comprehensive Power BI training sessions, enabling them to independently interact with dashboards, generate reports, and derive insights.
- Championed continuous improvement initiatives by staying abreast of the latest advancements in Power BI and related technologies, proposing enhancements to existing dashboards, reports, and data processes.
- Upheld data governance and security standards, meticulously safeguarding sensitive information and preserving data integrity within Power BI reports and dashboards.
- Spearheaded performance optimization endeavors, fine-tuning Power BI artifacts to deliver optimal visualization and analysis experiences for users.

Environment: Power BI, Azure SQL Database, Tableau, JIRA

Goldman Sachs   Mumbai, India
Power BI Developer   February 2019 - July 2020

- Developed and maintained Power BI dashboards to provide real-time visibility into trade risks across 10 major Asian markets for cash equities and ETFs, with exposure totaling over 150 million+ USD per day.
- Created dynamic visualizations and data models that helped track compliance metrics, contributing to an 38% reduction in failed trade penalties by ensuring timely identification and resolution of potential issues.
- Built custom dashboards to monitor service level agreements (SLAs) across 20+ brokers and clients, facilitating better broker-client relations and ensuring timely query resolution.
- Automated trade reconciliation processes by developing dashboards that enabled quick identification of trade economic discrepancies, improving efficiency for the trading desks.
- Provided insights to support the training of new recruits by developing visual data summaries, helping guide new team members on trade risk management practices.
- Collaborated with internal teams and stakeholders to enhance data reporting accuracy, resulting in smoother trade reconciliation and improved communication between business and clients.

Projects

Tableau: Analysis and Visualizations for a Retail Company - Link
- Dashboard designed to address key challenges in order fulfillment, shipment delays, and inventory management.

Business Analytics using Deep Learning in Tensorflow and Keras - Link
- Predicting Lending Club's issued loans using Deep Learning with TensorFlow and Keras.

Predictive Analytics for Product Segmentation using Deep Learning - Link
- This project demonstrates the application of deep learning techniques to predict product categories and perform segmentation.

SQL CRUD Website App - Link
- Developed a simple CRUD SQL demo app using SQLite3 to demonstrate SQL queries. The data is based on my experience as a business.

Data Engineering Project - Link
- This project demonstrates the steps taken to import data from Amazon S3, process it on an EC2 instance, and save the data in a GitHub repository.