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Status in Canada: Permanent Resident (PR)

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Summary

Experienced analytics professional with 5+ years of industry expertise, skilled in leveraging advanced analytics methodologies and tools delivering impactful data data-driven insights and recommendations. Proficient with Python, SQL, Power BI, Tableau, GCP, Excel etc. complemented by exceptional communication abilities, business & financial acumen, teamwork, critical thinking, and problem-solving skills.

Experience

Analyst – Distribution Center Operations, Coca-Cola Canada Bottling Ltd, Canada
June 2024 to Present

- **Engineered dynamic Power BI dashboards to track and visualize critical operational metrics**, **enabled real-time monitoring of key performance indicators** and facilitated data-driven decision-making & delivered actionable insights to senior leadership.
- **Developed data extraction workflows from Snowflake and utilized Power BI to create operational models** and uncovered emerging trends, operational challenges, measured productivity initiative performances and implemented strategic recommendations that drove 20% improvements in operational efficiency.
- **Formulated strategic business plans, estimated and forecasted potential cost savings and established yearly, monthly and weekly targets for various 2025 productivity initiatives and metrics using SQL and MS Excel** within the Operations Centre of Excellence**.**
- **Collaborated with cross-functional teams and automated data extraction & transformation processes using Python, optimized SQL queries** thereby led to a 25% reduction data processing times and enhanced reporting accuracy.
- **Orchestrated and delivered comprehensive presentations, along with daily, weekly and monthly reports to key executives and leadership teams**, facilitating strategic decision-making.

Software Developer – Analytics Application, Loblaw Companies Ltd, Canada
May 2022 to December 2023

- **Engineered a robust data extraction feature within Java application leveraging log4j2 and its appender component** and collected critical metrics and logs from problematic Shoppers Drug Mart stores **through GCP.**
- **Integrated the data with Looker & Grafana for monitoring and analysis with real-time alerts**, which resulted in a 32% reduction in incident response times, a 21% decrease in MTTR and a quarterly cost savings of $100k CAD.
- **Extracted control stores and target stores data from Teradata and Google Cloud Platform (GCP) and leveraged Power BI, SQL, Looker, Grafana and prescribed key insights and recommendations** and driven a 20% increase in operational efficiency, yielding $75k CAD in quarterly savings.
- **Documented technical, business requirements etc. through detailed flowcharts, data flow diagrams and streamlined workflows** for other development teams and assisted them in meeting analytical objectives.

Stores Data Analyst, Loblaw Companies Ltd, Brampton, Canada
April 2021 to April 2022

- **Worked with retail front-end and back-office systems and coordinated with various cross-functional teams** and improved checkout efficiency by 10% and reduced transaction errors by 5%.

Skills

Programming:
- Python
- Java (*Framework: Spring*)
- C# (*Frameworks: ASP.NET, VB.NET*)
- SQL
- JavaScript
- Shell Scripting (Linux)

Databases:
- MS SQL Server
- MySQL

BI, Reporting & ETL:
- Power BI
- Tableau
- Looker Studio
- Grafana
- SSAS, SSRS, SSIS

Cloud, DevOps & CI/CD:
- Google Cloud Platform (GCP)
- Gitlab CI/CD, GitHub Actions
- Docker
- Kubernetes

VCS, IDE & Other Tools:
- Git / GitHub/ GitLab
- VS Code
- Eclipse
- Tableau Prep
- Google Analytics
- SPSS
- Dynatrace
- Jira
- Confluence

Data Analysis Core Competencies:
- Problem Identification & Definition
- Data Acquisition & Integration
- Data Cleaning & Wrangling
- Exploratory Data Analysis
- Statistical Analysis & Data Modeling
- Data Preprocessing & Feature Engineering
- Model Selection, Training, Development & Deployment
- Model Evaluation & Validation
- Data Visualization
- Business Intelligence & Communication

- **Utilized SQL, Power BI, Excel, and statistical tools** to surface insights, create metrics, dashboards, and reports for stakeholders.
- **Queried datasets with SQL and facilitated recurring analyses**, reducing data retrieval time by 20% and improving data accessibility.
- **Leveraged data-driven approaches, artificial intelligence tools, best project management practices and successfully transitioned production support initiative for mission critical nationwide pharmacy applications** during vendor transition and achieved seamless improved customer experience and minimized disruptions to end-users saving $100k CAD annually.

Business Development Consultant, FTMS Consultants, Cyberjaya, Malaysia
May 2017 to May 2018

- **Grew leads & customers through marketing campaigns**, resulting in 30% increase in client acquisition and 15% revenue growth, generating additional RM 200k per year.
- **Identified target audiences and markets using Google Analytics, SPSS, Excel, and Tableau**, improving campaign targeting by 25% and conversion rates by 15%, generating RM 250k additional revenue.
- **Evaluated marketing campaign performance, analyzed sales, and provided insights**, increasing marketing ROI by 15% & reducing customer churn by 10%.
- **Conducted market research to identify market development opportunities, risks, and any market trends** and prepared reports, research papers and articles.

Software Developer Trainee, Sierra ODC Pvt Ltd, Coimbatore, India
May 2015 to November 2015

- **Developed and maintained web and desktop applications,** adhering to requirements and industry best practices.
- **Used ASP.NET, VB.NET, ADO.NET, SQL Server, HTML, CSS, JavaScript** and other established development tools, guidelines, and conventions with great understanding of MVC architecture.

Education

- **Post-Baccalaureate Diploma in Business Analytics (PBD-BA)**
  Cape Breton University, Sydney, Canada - 2019 to 2021
- **Master of Business Administration (MBA)**
  Anglia Ruskin University (FTMS Campus, Cyberjaya, Malaysia) - 2016 to 2017
- **Bachelor of Engineering (BEng)**
  Anna University (KGiSL Campus, Coimbatore, India) - 2011 to 2015

Portfolio Projects

- News Headline Classification using Multinomial Naive Bayes, Support Vector Machines & Neural Network with SoftMax Layer ✎
- NY311 – Predictive Analytics on NY Housing Complaints ✎
- Article Category Classification and Prediction using Natural Language Processing & Logistic Regression ✎
- Market Basket Analysis using Associative Data Mining & Apriori Algorithm ✎

Certifications

- Microsoft Power BI Desktop for Business Intelligence ✎
- Google Cloud Big Data & Machine Learning Fundamentals ✎
- IBM Data Analyst Professional Certificate ✎
- edX – Data Science & ML Capstone Project ✎
- Tableau A-Z: Tableau Training for Data Science ✎
- Agile with Atlassian JIRA ✎

Machine Learning:
- Supervised Learning
- Unsupervised Learning
- Natural Language Processing
- Reinforcement Learning
- Deep Learning

Data Science Libraries:
- NumPy, Pandas, Polars
- Scikit-Learn, XGBoost, TensorFlow
- Matplotlib, Seaborn, Plotly
- NLTK, Gensim
- ArcGIS, MapInfo, Folium

Business Acumen:
- Operations Management
- Financial Analysis
- Market Research
- Business Development
- Strategic Planning
- Project Management

Soft Skills:
- Communication
- Cross-Functional Coordination
- Teamwork
- Leadership
- Critical Thinking
- Problem Solving

Agile Methodologies:
- Scrum, Kanban