Deeksha Moole

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SUMMARY

- Seasoned Analytical Consultant with 2+ years of experience in **Extracting**, **Transforming**, and **Analyzing** complex datasets to drive business growth. Proficient in data **visualization** tools such as **Tableau**, **Excel**, and **Power BI**. Skilled in **Python**, **SQL** and **R** for data **manipulation**, statistical **modelling**, and ad-hoc analysis.
- Excellent problem-solving and communication skills, collaborating effectively with **cross-functional** teams to deliver impactful insights and recommendations using **Microsoft Office Suites** and other reporting tools.

EDUCATION

The University of Texas at Arlington, Texas   Jan 2022 – May 2023
Master of Science in Information Systems **GPA: 3.5**
Relevant Coursework: Data Warehousing, Data Mining, Python Programming, Cloud Computing, Project Management

The University of Texas at Arlington, Texas   Jan 2022 – May 2023
Graduate Certificate in Business Analytics

Nitte Meenakshi Institute of Technology, India   June 2016 – May 2020
Bachelor of Engineering in Information Science **GPA: 3.7**
Relevant Coursework: Database Management, Analysis, Python Programming, Machine Learning, Software Engineering

SKILLS

Programming Languages: SQL, Python (BeautifulSoup, Flask, NumPy, Pandas, Matplotlib), R, HTML, Hive, Angular, C#
BI and Data Visualization: Tableau, Power BI (DAX, Power Query), Alteryx, MS Excel (VLOOKUP, Pivot Tables), Google Analytics, Microsoft Dynamic 365, SAP HANA, SAS, Microsoft Visio
Tools/Technologies: Azure DevOps, SDLC, JIRA, ETL, ELT, Snowflake, Talend IDE, Visual Studio, Amazon S3, Agile, EPR

CERTIFICATIONS AND ACHIEVEMENTS

Certifications: Microsoft Azure fundamentals **(AZ 900), Google Data Analytics** Professional Certificate
Awarded: Star Analyst of the Year for showcasing outstanding performance in the year 2020 by **PwC**
Research Paper: "Classification of Brain Tumor and its Types using Convolution Neural Networks", (IEEE) –
https://ieeexplore.ieee.org/document/9298306.

PROFESSIONAL EXPERIENCE

PwC, India   Aug 2020 - Dec 2021
Analytics Consultant

- Enhanced KYC data extraction and loading into **Teradata** by crafting intricate **SQL queries** and automating **ETL** processes with **Talend IDE**, resulting in a **17%** reduction in data processing time and enhanced operational efficiency.
- Integrated **data warehousing** and **Power BI** to develop sales and marketing forecasts, resulting in a **12%** revenue growth and a 9% increase in customer acquisition rates.
- Collaborated with **cross-functional** teams at AmTrust Financial, employing **Alteryx** for ETL optimization and Power BI for **dashboard** creation, enhancing stakeholder decision-making accuracy and agility with real-time insights.
- Proficiently maintained and meticulously monitored project **sprint plans**, project schedules, and associated documentation, while effectively coordinating tasks among team members.
- Effectively served as a **liaison** between cross-functional teams to comprehend and collect data requisites, enabling the development of monthly data analysis reports using **MS Excel** and **Microsoft Office suites**.

RamInfo Tech, India   Jul 2019 - May 2020
Analytical Intern
Product- Banking and Finance application.

- Elicited **functional requirements** via stakeholder interviews and workshops, resulting in a **21%** improvement in project efficiency and a **13%** reduction in project timeline by aligning portal initiatives with business objectives.
- Spearheaded end-to-end ETL processes for **datasets**, ensuring accurate formatting, leading to a **40%** boost in data visualization effectiveness and a **25%** increase in analysis precision.
- Designed innovative **Tableau** visualization dashboards to extract HR insights, resulting in an **85%** boost in TimeSheet Management efficiency and significant enhancement in feedback mechanisms.
- Examined HR claims data through **SQL** and **Tableau**, resulting in a 20% decrease in fraudulent claims and approximately INR 65,500 in annual savings.
- Devised automated **data workflows** in Alteryx and Tableau, streamlining data updates for precise and timely reporting of **performance metrics** to the COO and executive stakeholders.

ACADEMIC PROJECTS

Subscription Strategy Revamp for Citi Bike Application: Python, Logistic Regression, Unsupervised Machine Learning
- Leveraged machine learning **algorithms** such as clustering to analyze large datasets and identify patterns and trends to inform business decisions.
- Built custom data visualization dashboards using **Python** libraries such as **Matplotlib** to provide real-time Data insights.

Classification of Brain Tumor and its Types using CNN: Python, Image Processing, CNN, TenserFlow
- Designed a CNN model using **Python** and **TensorFlow** to detect the presence of brain tumors in medical images achieving an accuracy of over 90%.
- Compared the performance of the **CNN** model with other machine learning models, such as **Support Vector Machines** (SVM) and **Random Forests**, which showed that the CNN model outperformed the other models in terms of accuracy and speed.
- This was accepted into Asia's biggest educational forum, IEEE, whose acceptance rate is 3%.