**Jyothika Reddy**

**Email:** [Jyothikareddy.data@gmail.com](mailto:Jyothikareddy.data@gmail.com)

**Contact: 571-306-0559**

**PowerBI/Tableau/ Data Analyst**

**LinkedIn:** https://www.linkedin.com/in/jyothika-dataanalyst/

**CAREER OBJECTIVE:** Organized, Detail-oriented Individual with 6+ years of experience specializing in data analysis and business intelligence focusing mainly on Power BI, Tableau, Python, SQL, and a range of Azure cloud services (Azure Active Directory, Azure Blob Storage, Azure SQL Database, Azure Virtual Machines, and Azure Data Factory). Skilled in data governance, modeling, integration, and visualization, with a demonstrated ability to generate actionable insights for informed decision-making. Eager to further extend my technical skills and soft skills in the rapidly evolving field of data analysis and business intelligence.

**EXPERTISE AND SPECIALIZATION**

* Extensive experience with **Power BI** **Desktop**, **Tableau** **Desktop**, Qlik Sense, and QlikView for developing dynamic dashboards and business intelligence applications.
* Skilled in Data Governance, Data Profiling, analysis, design, development, and maintenance of BI applications.
* Proficient in advanced **Tableau visualizations**, including Waterfall Charts, Funnel Charts, Dual Axis, Scatter Plots, Gantt Charts, Heat Maps, KPI Charts, and Bullet Charts, using Oracle, SQL Server, ODBC, and MS Excel as data sources.
* Expertise in generating on-demand and scheduled reports for business analysis and management decisions using **SSRS**, Tableau, and Power BI, with periodic reporting on daily, weekly, monthly, and quarterly intervals.
* Strong knowledge of Data Warehousing concepts, including star/**snowflake** schemas, dimensional modeling, and reporting tools.
* Proficient in **SQL**, ranging from basic querying to advanced techniques like window functions, CTEs, recursive queries, indexing, performance optimization, stored procedures, and transaction management.
* Experience with ETL processes using Informatica PowerCenter, integrating data from diverse sources into BI tools like Tableau for analysis and visualization.
* Skilled in **Python programming**, utilizing libraries such as Pandas, NumPy, Scikit-Learn, TensorFlow, and Keras for data analytics and predictive modeling.
* Experience in managing Python applications in **Agile environments** using Jira for backlog management and Confluence for documentation.
* Advanced knowledge of self-service analytics and **ETL tools** like Alteryx Designer for automating data workflows.
* Familiar with creating complex reports using Crystal Reports for Salesforce applications against SQL Server databases.
* Hands-on experience with Google Looker Studio, including dashboard creation and report generation to support data-driven decisions.
* Skilled in creating various chart types (e.g., Heat Maps, Geocoding, Line Charts, Area Charts, Scatter Plots) in Tableau, Power BI, and **Excel** for enhanced data visualization.
* Experience in **AWS cloud** architecture for developing and maintaining production-level applications.
* Proficient in **DevOps tools** like Jenkins, Kubernetes, and Docker, with expertise in enhancing CI/CD pipelines and deployment processes.
* Expertise in Git version control, including branching strategies, code reviews, and collaboration tools to maintain project integrity.
* Active participant in **Agile ceremonies**, including daily stand-ups, sprint planning, and retrospectives, to drive collaboration and continuous improvement.

**TECHNICAL SKILLS:**

**BI/Visualization Tools:** Power BI, Tableau, Qlik Sense, QlikView, Matplotlib

**Python:** ScikitLearn, Keras, SciPy, NumPy, Pandas, Matplotlib, Seaborn, Django, Flask

**Databases:** Oracle DB, MS SQL Server, DB2, MS Access, MySQL, PostgreSQL

**Cloud Technologies:** Microsoft Azure, Amazon Web Services (AWS)

**Web Technologies:** CSS, HTML, XML, RESTful Web Services

**Utilities:** MS Word, MS Excel, MS PowerPoint, MS Project, MS SharePoint

**Version Control:** Git, GitHub

**Platforms:** Windows, Mac OS, Unix/Linux

**WORK EXPERIENCE:**

**Client: USAA San Antonio, TX**

**Power BI/Azure developer/Data Analyst Nov 2022 to Present**

* Worked within an **Agile environment**, participating in daily scrum meetings, bi-weekly sprint planning, and backlog refinement sessions to ensure timely delivery of deliverables.
* Actively involved in all phases of the **SDLC**, from requirements gathering to testing, implementation, and reporting.
* Developed and deployed interactive **Power BI** dashboards and reports to track key banking metrics such as performance, customer segmentation, and operational efficiency.
* Utilized Power BI to create analytical reports with dynamic slicers and filters, allowing end users to customize and drill down into data insights.
* Designed and implemented data models within Power BI, based on measures and dimensions requested by stakeholders, providing actionable insights across various business functions.
* Created complex **DAX** calculations to develop KPIs and custom metrics, providing granular and actionable insights to senior management and business leaders.
* Built user-friendly, interactive dashboards with drill-down capabilities, enabling multi-level analysis and improving data-driven decision-making.
* Leveraged **Azure SQL Database** as the primary data source for Power BI, ensuring data reliability and security.
* Employed Azure Data Factory to automate **ETL workflows**, ingesting and transforming data from multiple banking sources into Azure SQL Database for seamless Power BI integration.
* Utilized **Azure Blob Storage** for managing unstructured data, optimizing data access and retrieval times for efficient dashboard updates.
* Developed optimized data models using **Power Query** in Power BI, ensuring data consistency and accuracy by cleaning and transforming raw data from various sources.
* Integrated multiple datasets using data blending techniques to provide a comprehensive view of banking metrics and improve cross-departmental analysis.
* Used **SQL** to extract and transform data, writing complex queries and stored procedures to streamline data flow and enhance reporting capabilities.
* Implemented role-based access control (RBAC) and data governance protocols within Power BI and Azure to comply with banking industry regulations and ensure data security.
* Enhanced the performance of Power BI reports by optimizing data models, reducing calculation complexity, and utilizing Azure resources to improve dashboard responsiveness and load times.

**Client: Bank of New York Mellon New York, NY**

**Tableau/SQL/ Snowflake Developer/ Data Analyst April 2021 to Oct 2022**

* Led **end-to-end development** of Tableau dashboards and reports, collaborating with stakeholders to gather requirements, design data models, and deliver tailored visualizations for business needs.
* Developed and maintained interactive dashboards to visualize KPIs, trends, and outliers across key areas such as sales, marketing, and operations.
* Designed advanced **Tableau** calculations, sets, and parameters using SQL and Tableau calculated fields to enable dynamic filtering, drill-down functionality, and intuitive analytics.
* Implemented advanced Tableau features, including **LOD** expressions, data blending, and custom SQL connections, to meet complex analytical requirements.
* Leveraged REST API integration within **Tableau** and **SQL** to enrich dashboards with real-time data, enabling actionable insights.
* Optimized Tableau performance through query tuning, connection adjustments, and caching strategies, reducing dashboard load times by 30%.
* Designed robust **Tableau security models**, including row-level security and user-level permissions, ensuring compliance with data governance standards.
* Collaborated with data engineers to optimize **ETL pipelines** and ensure timely, accurate data ingestion into Tableau data sources.
* Built **Snowflake** tables and views, automating data ingestion from **AWS S3** with Snowpipe for seamless integration and real-time updates.
* Automated data transformation and enrichment using **Tableau Prep Builder** and **Alteryx**, minimizing manual intervention and enhancing data accuracy.
* Proactively identified anomalies and trends through data-driven alerts and notifications in Tableau, supporting strategic decision-making.
* **Documented** Tableau dashboards, data sources, and technical specifications for efficient handover and long-term maintainability.

**Client: Homesite insurance Boston, MA (Remote)**

**Role: Tableau/Python/Data analyst Mar 2020 to Mar 2021**

* Developed and maintained analytical solutions for diverse business needs, utilizing Python for data analysis, preprocessing, and predictive modeling tasks.
* Led data cleaning efforts to ensure data quality, consistency, and integrity, using **Pandas** and **NumPy**, with a focus on healthcare data such as member demographics, claims history, and medical records.
* Performed data preprocessing on healthcare datasets, including imputation, normalization, scaling, and feature engineering using **Scikit-Learn**, ensuring accuracy and reliability for further analysis.
* Conducted exploratory data analysis (EDA) using **Matplotlib** and **Seaborn** to identify patterns and trends within healthcare datasets, providing valuable insights for decision-making and strategic planning.
* Developed and maintained adherence program reporting, leveraging advanced statistical and predictive modeling techniques to enhance real-time decision-making systems.
* Built and optimized **classification models** (Logistic Regression, Decision Trees, Random Forest, Support Vector Machine, and Ensemble methods) to predict patient absenteeism, aiding in fraud detection and risk assessment efforts.
* Applied advanced data synthesis, cleaning, visualization, and investigative methods to healthcare data, delivering actionable insights aligned with business goals and regulatory compliance.
* Contributed to epidemiological studies by analyzing disease diagnoses, phenotypic traits, patient demographics, and genetics, supporting population health management initiatives.
* Implemented **NLP techniques**, including topic modeling and sentiment analysis, to uncover trends and patterns in large healthcare datasets, enhancing engagement and customer satisfaction strategies.
* Analyzed longitudinal time series data to examine disease trajectories, disease progression, medication side effects, drug resistance, and comorbidities, assisting clinical decision-making and care management efforts.
* Utilized **SQL** to manipulate and extract healthcare data from relational databases, creating complex queries for in-depth analysis.
* Designed and developed interactive dashboards and reports in **Tableau**, enabling healthcare leaders to make informed, data-driven decisions and forecast industry trends.
* Integrated **Python scripts** with Tableau, leveraging advanced analytics and machine learning models for predictive modeling and forecasting in healthcare analytics projects.
* Managed version control with Git, collaborating with team members and ensuring seamless coordination on code updates and enhancements.
* Implemented custom CloudWatch metrics in **AWS Lambda functions** to track application performance and key performance indicators (KPIs), providing actionable insights into system health and performance.

**Hudda Infotech Private Limited Hyderabad, India**

**Role: Data Analyst May 2018 to Dec 2019**

* Mentored business users in developing financial reports and dashboards using Tableau Desktop, promoting self-service analytics and empowering decision-making across teams.
* Designed and developed detailed financial reports by blending data from multiple sources into a unified Tableau worksheet, offering a comprehensive view of financial performance.
* Leveraged advanced Tableau features such as data blending, multi-view filtering, and calculated fields to integrate data from diverse financial systems into cohesive and interactive dashboards.
* Collaborated with data teams to ensure the accurate and timely collection of financial data, enhancing the reliability and consistency of reporting processes.
* Developed complex **SQL scripts** for Teradata databases to build a **Business Intelligence** (BI) layer, improving data accessibility and enabling more efficient reporting in Tableau.
* Utilized **Excel** for data manipulation, creating pivot tables, VLOOKUPs, and advanced formulas to prepare data for Tableau reporting, as well as generating financial summaries and reconciliations.
* Created and published interactive **Tableau dashboards** and **reports**, implementing automated scheduling via Tableau Server to deliver timely, actionable insights to business users.
* Designed dashboards with interactive elements like parameters, actions, and calculated sets to enable in-depth analysis of financial KPIs, trends, and key business metrics.
* Streamlined data analysis workflows by integrating **Excel** and **Tableau**, using Excel for initial data cleansing and Tableau for advanced **visualization** and **reporting**.
* Enhanced Excel models for financial analysis by incorporating complex macros and custom formulas to automate calculations and improve reporting efficiency.

**Education:**

**Masters: Southeast Missouri state university – 2021 pass out**