**UDAYSREE GURAJADA**

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# PROFILE SUMMARY

* Over eight years of experience in developing metrics, identifying trends, designing dashboards and reports using enterprise business intelligence tools like Tableau across Marketing, IT, Finance and Life Sciences domains
* Skilled at solving complex business challenges by wrangling, evaluating and modeling data and presenting it to stakeholders as insightful data visualizations (Tableau)
* Ability to performance tune Tableau dashboards (optimize extracts, limit fields/records, marks, optimize/materialize calculations, query optimization, workbook cleanup)
* Deft at creating meaningful data visualizations to communicate results and highlight business impact
* Practiced in developing and optimizing BI Dashboards, Reports, Data Models, and data flows
* Comfortable working with large, complex data sets – drawing conclusions and proposing recommendations
* Experienced in facilitating recurring and ad hoc meetings within development lifecycle (Stand-up, Sprint Planning, Refinement, Sprint Review, Sprint Retrospective)

# KEY SKILLS

Business Analysis | Agile Methodology | Change Management | Solution Design | Business Process Re-engineering | Researching | Communications | Strategy Development | Campaign Development | Relationship Management | Tableau | SQL | HANA | DTM implementation | Stakeholders Management | Report Automation and Optimization | Sprints | User Story Grooming | Datasets | KPI Management | Brand Reporting | Google Analytics | Site Catalyst | Omniture | Adobe Analytics | Dashboard Development | Data Manipulation | LOE Analysis | Ad-hoc Analysis

# SKILLS

## Technical Skills

SQL | SAP HANA | Tableau | Power BI | Java Script | jQuery | HTML | CSS | Adobe Analytics | DTM | AEM | Site Catalyst | Advanced Excel | Basic VBA | Base SAS, R programming

## Data Sources

GA, IMS Midas, NPA, Market Prognosis, Primary Market Research, Cegedim, Business Monitor International, Cube Viewer,

Claim’s Data Mart

# CAREER HISTORY

## Senior Analytics Specialist, Pegasystems Worldwide India Pvt. Ltd. Jan 2017 – Jan 2023

* Involved in end to end lifecycle, from gathering the business requirements, processing, designing, development and bringing out meaningful business insights
* Working closely with the business users, and as a subject matter expertise to understand and document functional and nonfunctional requirements for various use cases
* Identify/document data sources and data mapping required to populate and maintain data and reporting requirements
* Reviewing and analyzing data and data models including reports to augment the requirements for use cases with technical information for facilitating development and data modelling activities
* Dealing with marketing and sales data, in fetching the data, transforming data, to building visualizations, reports, and sharing business insights to the stakeholders, helping them understand the data and predicting data, sharing them the business insights, and suggest necessary action items for better results and achieve targets.
* Mapping metrics to data sources and tools, in ETL process, tracking KPI's and building reports, analysis by segmentation, and providing recommendations and optimizing existing reports and improving performance of the reports.
* Coordinating with multiple stakeholders from several functional segments like marketing, finance, and IT by creating different datasets to build reports and derive business insights
* Predictions on marketing engagement
* Skillsets: Data Analytics, Tableau, Power BI, Google Analytics, SQL, SAP HANA, ETL, Data Modelling

**Programmer Analyst, Cognizant Technology Solutions Apr 2014 –Dec 2016**

## Client – AbbVie (Tag management for the websites of a leading Pharma company)

* Implemented the tags for the links, forms, videos, pages, viewports, etc.… for the products website of a leading Pharma company
* Comprehended the KBRs and KPIs of the business and offered various metrics, dimensions, and tech specs to the clients.
* Generated reports and dashboard to visualize insights like page visits, visitors, and unique visitors and defining traffic and custom variables, etc.
* KPI’s: No. of page views, No. of visits, unique visitors, clicks, No. of video views, No. of form submits, form initiation, form completions.
* Tools used: Adobe DTM, Adobe Site Catalyst, Adobe analytics, Adobe Experience Manager

## Client - Merck (Senior Management Reports for a leading US based Pharmaceutical Company)

* Built MS Excel, an advanced VBA based solution that provides key insights to the client.
* Built dashboard to visualize insights like LOE data, generics impact on the branded products, and have performed detailed LOE analysis and created case studies for the same.
* Built MS Excel solution to analyze the vaccine surveys data and produced different KPI’s on the formulary status of the targeted accounts and purchasing status, growth
* Worked on different franchises like respiratory, cardiovascular, immunology, oncology, Women’s health, and insomnia. Automated 32 reports and received appreciation from onsite and client for the same
* Generate meaningful insights for regular and adhoc report analysis in various therapy areas, which helps clients in better decision-making
* Analyzed the reports and offered better solutions and recommended key insights
* Handled client communication, timelines, and deliverables and imparted training to the trainee ● KPI’s: Sales, SU, Share, Growth, EI
* Tools used: Advanced Excel, VBA, PowerPoint, Tableau

# ACADEMIC QUALIFICATIONS

• Bachelor of Engineering (Information Technology) MVSR Engineering College, O.U., Hyderabad, India | 2009-2013

# CERTIFICATIONS

* Level 0 – Life Sciences Level 1 – Life Sciences
* Pega Certified System Architect (PCSA)

# PROJECTS

Reports & Visualization

* Played a major role as a business analyst working on gathering requirements, developing metrics, delivering projects and bringing out meaningful business insights to stake holders
* Building reports which gives high potential views for the business to make decisions which impact the revenue, increase sales and number of registrants, utilizing the human resources efficiently and deriving many other insights
* Predicting the churning of Prospects to Customers, reviewing the engagement activities based on strategies and contact activities

SQL to SAP HANA data source migration & Tableau to Power BI reports migration

* Led the migration of the views and the datasets sourced from MS SQL to SAP HANA in collaboration with the data team
* Sourced the Tableau workbooks with HANA and optimized the reports effectually
* Migrated Tableau reports to Power BI

Marketing engagement, Digital Engagement, IT call data, PW registrations, social media

* Handled customer interactions and contact scoring analysis
* Analyzed the number of pageviews, sessions

Tag management for the websites of a leading Pharma company

* Implemented the tags for the links, forms, videos, pages, viewports, etc... for the products website of a leading Pharma company
* Comprehended the KBRs and KPIs of the business and offered various metrics, dimensions, and tech specs to the clients.
* Generated reports and dashboard to visualize insights like page visits, visitors, and unique visitors and defining traffic and custom variables, etc.

Senior Management Reports for a leading US based Pharmaceutical Company

* Generated report’s entailing market dimensions such as Brand Positioning, Brand Analysis, Market Share, Market trends etc.
* Tracked the performance of products of various brands at National level and present them to the senior leadership
* Built MS Excel, advanced VBA based solution that provides key insight to the client
* Led the complex data processing and analysis of data is done through automation of reports after fetching the raw data directly to the tool

Maintenance & Support of Online Search tool for a leading Company

* Uploaded the documents into the repository and conducted regular check in the repository for maintaining consistency of the database
* Build a next generation dashboard to visualize insights like Patient view, Prevalence Dashboard and generated user stats reports

# KEY ENGAGEMENTS

* Engaged as a Buddy for new joiners in the team and for the activities conducted in Pegasystems and Cognizant as well
* Member of Cognizant internal audit team
* Core member of the Cognizant outing team for the team of ~200 and at Pegasystems for a team of ~400
* Point of contact for several initiatives like KYC (Know Your Customer), Let’s cheer, Engagement Catalysts, etc.
* Point of contact for “UMANG” to conduct events monthly at Cognizant, Hyderabad, India

# ACHIEVEMENTS

* Acknowledged with the Title “Queen of Jamboree” for winning continuous prizes in all the competitions conducted for a whole month of activities in Cognizant
* Received lot of appreciations for excellence in delivery and client satisfaction
* Awarded for being the core member of cognizant outing team and handling events effectively in Cognizant