HEENA PARMAR

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Professional Summary

Results-driven Business Intelligence & Data Visualization Specialist with close to 9 years of expertise in Spotfire (Certified), Power BI, SQL, and ETL/ELT processes. Proven ability to transform complex business requirements into actionable insights through interactive dashboards, data modeling, and automation. Adept at stakeholder collaboration (C-suite/VP level), program management, and driving data-driven decision-making.

Technical Skills

- Data Visualization: TIBCO Spotfire (TCA & TCP Certified), Power BI, Tableau
- ETL/Data Warehousing: Power Query, SQL, Oracle, Salesforce, Workbench, Directory management
- Automation & Scripting: IronPython, VBA, JavaScript, XML
- Tools: Jira, BMC Remedy, Salesforce, Jupyter Notebook, Google Sheets
- Soft Skills: Stakeholder Management, Leadership (worked with VP/SVP/Director), Problem-Solving

Key Achievements

- Awarded by Global Technology Director at HCLTech for exceptional contributions to BI solutions
- Monetary Award for delivering CEO-level insights post TIBCO-Citrix merger.
- Selected for Digital Squad at Vodafone ESS after competing in org-wide Cod-e-thon.

Professional Experience

HCLTech - *Senior Business Specialist | Sep 2023 – May 2025*

- Deployed interactive Power BI & Spotfire dashboards, improving data accessibility for executive decision-making.
- Optimized ETL workflows, reducing data processing time by 30% through Power Query and SQL enhancements.
- Led Objective Key Results (OKR) tracking, aligning BI solutions with business KPIs for leadership (CEO/SVP level).
- Conducted Exploratory Data Analysis (EDA), to uncover trends that boosted operational efficiency by 15%.
- Created multiple Proofs of Concept (PoCs) to demonstrate the value of emerging analytics solutions.
- Provided consistent mentorship to analysts and engineers, fostering skill growth and team capability.

TIBCO Software (Cloud Software Group-Post Citrix Merger)- *Senior Business Intelligence Engineer | Jun 2020 - Aug 2023*

- Partnered with C-suite stakeholders to develop Spotfire/Power BI dashboards for customer success metrics, directly impacting renewal revenue.
- Automated quarterly financial reports for parent company Vista, reducing manual effort by 40%.
- Integrated Salesforce & TIBCO Server data, enhancing real-time analytics for 500+ global users.
- Awarded for creating executive-level insights post-merger, supporting $1B+ revenue decisions.
- Experience with Salesforce Reports, Salesforce Objects, UAT Salesforce, UAT Server, and Production Server.

Ventura (CAPITA) – *Process Leader / Analyst- Business Planning and MI | Jun 2019 – May 2020*

- Acted as a bridge between Capita UK and operations.
- Uncovered a fraudulent scheme, preserving a $4M client contract through forensic data analysis.
- Automated 10+ manual reports using VBA & Power BI, saving 20+ hours/week.

Vodafone - *System Data Specialist - | Oct 2016 – May 2019*

- Spearheaded data reconciliation, recovering $20M+ in lost revenue via XML and system gap analysis.
- Developed automated reports (Excel/Power Query), reducing reporting delays by 50%.
- Uncovered $20M+ revenue recovery through data reconciliation.

Nuclear Power Corporation - *Intern – Reactor Control Division | May 2014 – Jun 2014*

Education & Certifications

- Bachelor of Engineering (Electronics & Communication) – GTU (Distinction)
- TIBCO Certified Architect (TCA) & Professional (TCP) – Spotfire
- ITIL Foundation Certified (IT Service Management)