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| Himaja S.  Data Analyst | **Location**: Remote/Hybrid  **Availability**: Immediately  **Phone**: 07983543854  [**himaja.simhadri99@gmail.com**](mailto:himaja.simhadri99@gmail.com) |
| PROFILE SUMMARY  * Results-oriented Data Analyst with over 5 years of experience in the IT & Financial Services sectors. Successfully led data migration projects, developed insightful reports, and conducted in-depth data analysis to drive business decisions. * Demonstrated proficiency in data visualization tools like Tableau and Power BI. Possesses strong technical skills, including proficiency in SQL, Python, and R programming languages, and a solid understanding of the Microsoft Office Suite. * Successfully fronted initiatives to improve data flow and conduct market analysis, leading to a 5% increase in sales.  KEY ACHIEVEMENTS: **Alexander Maclean (2024)**   * Successfully identified and targeted new market segments, resulting in a 15% increase in customer acquisition. * Helped stakeholders embed a new BI tool to the decision-making process, which has helped increase sales by 4%.   **TechMahindra (2021)**   * Migrated to a new BI tool which has led to a 4% a month cost saving. * Contributed to the development and implementation of fraud detection models and alert systems, resulting in a 10% reduction in fraudulent transactions. Proficient in SQL and data analysis techniques   **EXPERIENCE**  **Data Analyst | Alexander Maclean |Remote Jan 2024 – Present**   * Responsible for a implementing a BI tool, which improves the decision-making process and business strategy for a £10m organization in the training and education industry. * Leveraged collected data to perform comprehensive analysis, identifying patterns and trends, translating to valuable data analysis skills * Conducted thorough data analysis using SQL queries and Python to extract insights that drove business goals through Power BI * Successfully translated complex findings through SQL into easily understandable insights for non-technical stakeholders. * Translated complex data findings into clear and concise insights for non-technical stakeholders through Power BI Dashboards. * Conducted market research to identify emerging trends and target audiences, showcasing expertise in market research methodologies and KPI’s * Achieved and exceeded sales targets, showcasing a goal-oriented mindset essential for data-driven strategy development.   **Key Achievements:**   * Cleansed data in systems, to remove duplicates, which has led to an increase in productivity by 5%. * Developed and implemented data models and dashboards in SQL and Power BI to support regulatory reporting requirements, ensuring data accuracy and compliance, which improved reporting efficiency by 4%   **Data Analyst | TechMahindra | India** **Dec 2021 - Jul 2023**   * Responsible on the Cisco project at Tech Mahindra, a leading IT services provider, contributing to the migration of a significant volume of sales track data from Oracle to Google BigQuery. * Proficient in SQL and data analysis techniques, with experience in data extraction, transformation, and loading (ETL) processes. * Undertaking data analysis and extraction using SQL as part of the development of an appropriate solution to business requirements. * Interpret data from primary and secondary sources using statistical techniques and provide ongoing reports. * Automated daily query runs using Python scripts, resulting in a 15% reduction in daily workload by leveraging cloud-based workflow orchestration. * Manipulated, analyzed and interpreted complex data sets relating to the prospects of the business. * Employed business analytics reporting tools to prepare reports for senior management, and to create data dashboards, graphs, and visualizations using Power BI and tableau.   **Key Achievements:**   * Developed and implemented data-driven solutions to support financial Analysis and prevention, including fraud monitoring and anti-money laundering initiatives decreased by 5%. * Contributed to the successful migration of a significant volume of sales track data for the Cisco project at Tech Mahindra, leveraging DBT for data transformation and Python scripts for real-time data checks between BigQuery and Teradata which led to 15% efficiency. | SKILLS **Data Analysis:**  Gathering data | Data modelling| Data mining| Data management | Data reporting | Data cleaning| Data visualization| Gathering data| Dashboards| Data Mapping| Finding patterns| Predictive modelling | Significant testing| Competitive analysis | Forecasting analysis| Problem-solving| Critical thinking   * **Operational Activities:** Planning and monitoring | Collaborating with stakeholders| Stakeholder managements and communication | Presenting findings to stakeholders | Writing reports for key stakeholders. * **Work Streams/Projects:** * GDPR | Remediation | KYC | LMS |CRM | Data Migration | Digital Change Project * **Tools/Software’s:**  Power BI | Tableau | SQL | Python | Excel | Programming language R | Jira | Confluence | MS Project | MS Teams | Visio |Lucid Chart | Draw.io | Smart Draw| PowerPoint | Word | Process  Methodology:  SCRUM (Agile) | Waterfall | 6 Sigma  LANGUAGES: English, Hindi, Telugu  **EDUCTION:**  Masters of Computer Application  Focus on: Data Analytics, Python, SQL CERTIFICATIONS: Datacamp Certification in:   * Excel * SQL * Python * Programming Language R * Power BI * Tableau  REFERENCES Available on request |