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AKANSHA SINGH

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# **PROFESSIONAL SUMMARY**

* 7+ years of work experience as a Data Analyst with experience in the IT industry with a strong background in Analysis, Design and Development in the field of Database, Data warehouse and implementation of Business Intelligence applications.
* Experience with BI tools Tableau, and Power-BI.
* Extensively worked in Sprint Planning, PBI grooming and participated in Sprint Retrospective.
* Highly Proficient in Agile, Scrum and Waterfall Software Development Life Cycle (SDLC).
* Strong experience in writing SQL and PL/SQL programs, stored procedures for the custom functions in Spotfire.
* Experience with various procedures like proc SQL, proc report, proc tabulate, proc plot, proc chart, proc format, proc import, proc export, proc print, proc sort, proc compare, proc append, proc connect.
* Experience in creating complex Tableau reports on profitability models, line charts, bar charts, pie charts, Combination charts, tree maps and Map charts.
* Worked with PowerBI along with R to create various Reports and performed Various data mining techniques and algorithms.
* Experience with Power-BI data modelling and writing DAX queries.
* Good Experience in Data analysis, data extraction using SQL in building Data marts and Data warehousing and data structure in ADLS (Azure Data Lake Store).
* Good experience in creating custom visualizations in text area using HTML, java, and python scripting in Spotfire

# SKILLS

**Languages & Technologies**: Python, Agile, AWS, Shell, Linux

**Data Analysis**: Tableau, Python, Power BI, Google Analytics

**Databases**: MySQL, PL/SQL, Oracle DB, MS SQL Server, Apache Spark, SSIS, SaaS, SAP, RDBMS

**Python libraries**: IBM Db2, Snowflake, VMWare, Pandas, NumPy, Matplotlib

**Tools**: Informatica, Microsoft Visio, Microsoft SSIS, MS Excel, GIT, Confluence, MS PowerPoint, ServiceNow, JIRA, SAP, Salesforce, CRM

**Core**: Data Warehousing, Business Intelligence, Data Analysis, Production & UAT environment, Agile, Scrum, KPI, Dashboards, Reports, Troubleshooting Acceptance Testing, Integration Testing, Scenario Testing, System Testing, User Acceptance Testing, Technical Demonstrations, VBA, Presentations Ad Hoc Analysis, Business Information, Data Warehouse, Critical Thinking, Data Conversion, Query Analyzer, Datasets, Data Reporting Problem Solving, Data Integrity, Statistics, ERP, Data Models, Data Manipulation, Statistical Concepts, Data Collection, Data Collection, Supply Chain, Business Metrics, Quantitative Data, Business Insights, Marketing Analytics, Key Metrics, Ad Hoc Reporting, Statistics, Data Governance, Data Profiling, Critical Thinking, Data Aggregation, Dimensional Modelling, Marketing Analytics, Statistical Programming, Process Analysis, Financial Data, Gap Analysis, Statistics Design review, Operating Systems, Implementation Plans, Flow Charts, Project Documentation, CRM, Process Analysis, Operations Process, Functional Specifications, Quality Assurance, Product Strategy

# EDUCATION

**M.S. in Information Systems,**

* **University of Maryland Baltimore County, Baltimore, MD**

**B.S. in Electronics & Communication,**

* **Manav Rachna College of Engineering, Faridabad, India**

# CERTIFICATION

* AWS Certified Solutions Architect – Professional (Credential ID: RHXPZ2DKFJE1QLCP)

# WORK HISTORY

**Data Analyst 09/2022 – Present**

**TransUnion, USA (Remote)**

* Directly worked with business teams across Finance Organization in gathering business requirements, writing technical specifications, driving, and participating peer reviews, supporting testing cycles to ensure data accuracy and data integrity.
* Worked with leadership team in determining project priorities, creating project related artifacts, manage defects, and produce deliverables in agile iteration model.
* Collaborated with clients and stakeholders to gather business requirements and translate them into detailed technical specifications.
* Conducted thorough data analysis, leveraging SQL and data analysis tools, to extract valuable insights from complex datasets and support data-driven decision-making.
* Contributed to the successful implementation of projects in the healthcare domain, providing expert guidance and ensuring adherence to project timelines and budgets.
* Participated in system testing, integration testing, and user acceptance testing, identifying and resolving issues to deliver high-quality solutions.
* Utilized Agile methodology to manage project tasks, maintain project backlogs, and ensure efficient project delivery.
* Applied functional knowledge and techniques to gather data and analytics business requirements comprehensively and accurately from stakeholders.
* Led requirements planning, monitoring, and management, ensuring that business requirements align with project objectives.
* Conducted independent data analysis, data discovery, and data profiling using industry-standard querying tools to develop complete, clear, and well-written business requirements appropriate to the audience.
* Maintained data mapping documents, Business Matrix, and other Data Design artifacts, precisely defining business data requirements and transformation rules.
* Designed, developed, and implemented a robust system to collect, cleanses, and analyze data from various systems and databases, ensuring data accuracy and integrity.
* Uses spreadsheets, databases, and relevant software to provide ongoing analysis of operational activities.
* Applied data visualization for discovery and timely insights to decrease Cycle Time to Action (CTA)
* Assisted site operations in identifying areas for improving service levels, reducing operational costs, and providing other operational enhancements.
* Supported account start-up analysis and/or report implementation as needed.
* Developed standardized and ad hoc site and/or customer reporting.
* Streamlined and/or automates internal and external reporting.
* Investigated and recommended new technologies and information systems.
* Conducted feasibility analyses on various processes and equipment to increase efficiency of operations.
* Partnered with Finance to develop financial models to analyze productivity and payroll; calculates cost benefits and business impact and proposes solutions.
* Developed predictive models to help drive decision making.
* Collaborates with ETL team to ensure that source to target mappings are correctly translated into ETL code and that ETL code operates in line with STM requirements.
* Performed data validation to confirm data is moved into the data warehouse correctly.
* Worked with reporting teams to assist them in understanding any reported variances between the data warehouse and source system applications.
* Performed data profiling and analysis for maintaining data models.
* Developed and supported the usage of MDM toolkit Integrate source systems into the MDM solution.
* Implemented business rules for data reconciliation and deduplication.
* Enforced data models and naming standards across deliverables.
* Strong analytical and problem-solving skills: able to develop and use structured approaches to identify root causes and recommend resolutions: can present results in meaningful terms.
* Narrated complex stories with data and be concise in the insights and how they drive outcomes with leadership and stakeholders.
* Managed multiple projects simultaneously with cross-functional teams to meet objectives and deadlines.

**Data Analyst 10/2020 – 08/2022**

**Fannie Mae, Virginia, USA**

* Strategized data migration by ETL of Material Master data for over 3 million data records with 95% accuracy.
* Conducts feasibility studies and defines and designs requirements for complex data gathering and processing projects.
* Reviews, validates, and prepares requirements, feasibility, definition and design for complex data accumulation and processing projects.
* Played a key role in analyzing business processes and identifying areas for improvement, resulting in increased operational efficiency and cost savings.
* Collaborated with cross-functional teams to develop and implement innovative solutions, aligning with business objectives.
* Conducted comprehensive market research and competitor analysis to support strategic decision-making and business growth.
* Assisted in the development of training materials and conducted training sessions to ensure seamless adoption of new systems and processes.
* Ensured consistency, reliability, and quality of all standard reports.
* Utilized and enhanced OLAP cubing for enterprise analytics within reporting tools.
* Implemented automated reporting for weekly and monthly reporting cadence.
* Worked closely with Data Engineering to understand our holistic analytics pipeline.
* Supported product teams with in-depth research on performance and deliver data insights across all digital touchpoints.
* Acted as an analytics expert and evangelist to share knowledge with colleagues throughout the business.
* Communicated effectively with managers to identify and address areas for improvement.
* Fully understand the source and structure of the raw tracking data to ensure that it remains reliable for analysis purposes.
* Partnered with various cross-functional teams to provide insights and feedback into the “why” behind the data and propose recommendations for improvement.
* Demonstrated ability to analyse and document both high level and detailed business requirements and business process flows for unifying understandings across the org.
* Uncovered trends and correlations to develop insights that can materially improve performance.
* Collaborated and influence internal cross-functional teams and stakeholders.
* Experience in understanding complex software products, B2B buyer journeys, partner ecosystems and hybrid revenue models.
* Ability to look through the analysis to understand its true purpose and impact it has on a company, conducting follow-ups to ensure the goals are achieved.
* Analytical mindset with the ability to dive deep or wide to discover new opportunities and recommendations.
* Experience presenting analysis through written and verbal mediums, partnering across an array of audiences (individual contributor to senior executive.
* Performed data validations prior to start of UAT.
* Performed system integration testing.
* Leveraged a progressive roadmap of sales enablement technologies including CRM to deliver actionable customer insights and seller productivity benefits.
* Supported initiatives geared toward streamlining current processes, creating new processes, and using new technologies and systems.
* Inspected, validated, and coached on the impact and effectiveness of the sales leadership to manage their teams, achieve their plans, and develop future leadership talent.
* Identified areas of operational inefficiencies across Sales and turn data-driven insights into trends.
* Framed and break down complex business problems into key components, design analyses to drive insights and answers to critical questions and recommend practical solutions to get results.
* Developed processes and automation to drive improvements across sales platforms, tools, and new solutions.
* Design, develop, create, and/or enhance database systems or programs based on and related to user or system design specifications.
* Helped in writing new database programs and collaborate with senior staff to develop new systems.
* Coordinated scheduling of project processing steps, monitor progress, and ensure completion.
* Analyzed projects upon receipt for possible processing and scheduling problems.
* Ensured completed testing of assigned projects, and review results for inconsistencies and inefficient coding.
* Reviewed output reports for accuracy and relay to proper personnel.
* Maintained proper reports and/or set up ad-hoc reports using available software tools.
* Performed departmental technical processing from set-up to execution.

**Data Analyst 10/2019 – 05/2020**

**Index Analytics, Maryland, USA**

* Imported customer data and analysed using MS SQL Server and tableau to generate monthly sales report.
* Initiated weekly reporting with program development plans, increasing visibility on budget spend, prioritization, statuses using JIRA.
* Extensively worked on creating SSIS package processes and loaded data using different transformations such as Derived Columns, Condition Split, Aggregate, Merge Join and Union all.
* Produced databases, tools, queries, and reports for analysing the root cause of board failure data. Versed in finding patterns and trends in complex, multivariable data sets.
* Supported client for Business Process Improvement by leveraging LEAN practices, Six Sigma methodologies.

**Data Analyst 05/2019 – 09/2019**

**Bastian Solutions| A Toyota Advanced Logistics Company, Kentucky, USA**

* Pre-processed raw data and conducted exploratory data analysis using Python Pandas, seaborn, matplotlib library.
* Developed intricate algorithms based on statistical analysis and predictive data modelling, used for personalizing interaction with the customers.
* Produced Business Insight reports with analytical KPI’s using Business Intelligence tools such as SAP Bex, Tableau

**Data Analyst 08/2014 – 08/2018**

**Ericsson, USA**

* Pre- Designed complex SQL queries, indexes reducing report processing time from 15 secs to 3-4 secs.
* Built analytic tools to manage data and streamline data analysis using Python.
* Maintained ETL (Data Extraction, Transformation and Loading) mappings using Informatica Designer 8.6 to extract the data from multiple source systems.
* Built statistical analysis models on large data sets (e.g., Aster, Teradata) that helped increase online sales (up to 15% per product).