**Shubham Laddha**

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**Business Analyst |Data Analyst**

**SUMMARY**

* Possessing 8+ years of professional experience in business and data analytics across diverse industries, adept at interpreting and analyzing data to drive impactful business outcomes.
* Proficient in the utilization of BI tools such as Tableau and Power BI to generate comprehensive marketing reports, establishing connections with various data sources.
* Seasoned Analytics Professional with a specialized focus on analytics and business intelligence, demonstrating expertise in statistical analysis tools such as SAS, R, Python, and Tableau.
* Fulfilling the role of a Data Analyst, responsible for tasks ranging from Data Modeling and Enterprise Data Management to Data Presentation, Visualization, Optimization, Risk assessment, predictive analysis, advanced Data Analysis, Business Research, and Quantitative Analysis.
* Proficient in employing statistical analysis algorithms, including regression, clustering, time series, and logistic regression. • Designing and constructing reports and dashboards within Salesforce to offer real-time insights into crucial business metrics.
* Extensive experience in data visualization, reporting, and analysis using Tableau Desktop and Power BI, encompassing Cross tab, Scatter Plots, Geographic Map, Pie Charts, Bar Charts, Page Trails, and Density Chart.
* Improved ETL performance by optimizing SQL queries, fine-tuning data transformation logic, and implementing parallel processing techniques. Conducted performance tuning and troubleshooting to address bottlenecks in ETL workflows.
* Diagnosed and resolved issues related to SSRS reports, including data discrepancies, rendering problems, and data source connectivity.
* Integrated Snowflake, Python, and Tableau to monitor data drops, implement alerts, and optimize cost utilization across client warehouses through Workflow Automation.
* Analyzed business user requirements and designed software solutions in Tableau Desktop to align with specific needs.
* Proficient in various Software Development Life Cycle phases, including Analysis, Design, and Development.
* Demonstrates agility in adapting to new Software Development Life Cycle Environments, excelling as a team player with a strong ability to perform effectively in high-stress environments.
* Possesses exceptional problem-solving and analytical skills, displaying a remarkable ability to learn and master new technologies efficiently.

**TECHNICAL SKILLS/TOOLS**

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| --- | --- |
| **Data analysis** | Requirements Gathering | Data Normalization | System Design | Data Architecture | Metadata and Reports | Source and Target system Analysis | Project Management |
| **Languages** | T-SQL, PL/SQL, Python |
| **Database Systems** | Oracle 11g/10g/9i/8i, Microsoft SQL Server, MySQL, MS-Access, Teradata, Snowflake, AWS, Azure, Snowflake |
| **Others** | Crystal Reports. MS Visio, Jira, GitHub, SharePoint, Toad, Tableau , Power BI, MS Excel, SSRS, SSMS, Oracle Fusion, SAP, Salesforce, JIRA |

**EXPERIENCE**

**Business Data Analyst Dallas, TX**

**HCL Tech America Nov 2022 - Present**

**Responsibilities:**

* Gathering business requirements and operational requirements for documentation and converting them into project plans.
* Establish and manage process for purchasing and supply management to meet the customer need by working with Procurement, Order to Cash and Supply Chain teams. Supporting Collaborative Planning, Forecasting and Replenishment (CPFR) supply chain process by providing internal reports and analysis and forecasts during weekly planning meetings.
* Responding to ad-hoc reporting requests from internal and external customers in a time sensitive environment.
* Monitoring system performance on weekly/quarterly KPIs to identify exception cases and analyze those metrices for potential process improvements to drive operational efficiency, by handling more than 10 million data entries.
* Demonstrated expertise in transforming raw data into a structured and usable format using ETL tools. Customized and extended ETL tool functionality to meet specific project requirements.
* Performing configurations on Fusion Payables, Payments, Receivables, and testing functionalities in financial module.
* Identifying operating improvements from internal data with SQL(indexed and stored procedures); Tracking, extrapolating and interpreting customer data using SQL and MS-Excel to report customer behaviors and statewide ordering-shipping items and reducing ordering cost.
* Creating and providing support on more than 150 Standard Operating Procedures (SOP) and Quick Reference Guide(QRG) and E2E flow diagrams on MS-Visio for UAT support; Maintaining JIRA dashboard and updating JIRA tracker during UAT.
* Created Groups, Calculated fields, Parameters, Filters, Interactions, etc. to create detail level summary reports and dashboards using KPI's.
* Strong analytical skills with the ability to collect, organize, analyze, and disseminate significant amounts of information with attention to detail and accuracy.

**Tools Used:** Tableau, MS Excel (Pivot Tables, Macros, Formulas), SQL, Oracle, JIRA, MS-Access, Procurement

**Data Engineer / Data Analyst Dallas, TX**

**AT&T June 2022 – November 2022**

**Responsibilities:**

* Creating data warehouses over Snowflake and migrating different systems data from multiple teams to a single universe to help with the data retrieval process.
* Translated python library to parse and reformat data from vendors, reduced error rate in pipelining by 12% for new data. Collaborating on python script to calculate data drop and drilling down the issues while creating alerts for this data drop for the client.
* Leading the Power BI team and working on developing dashboards and stories on data dip monitoring systems. Created multiple dashboard system for monitoring Snowflake Account usage in Power BI like Cost Computation, Performance Monitoring and User adoption.
* Collaborated with business stakeholders to understand requirements and translate them into actionable data architecture solutions.
* Creating context filter on existing filers and Power BI data extract to publish it in servers by reducing report rendering time.
* Provided warehouse size measurement analysis over Power BI Dashboard during visualization of processing and servicing.
* Reconciled dashboards on their business intelligence KPI’s and worked on A/B testing to determine the overall cost usage of these warehouses and reducing the cost of this usage by 60% within the period of 2 months using analytical dashboards.
* Queried on Python and Snowflake SQL to calculate data drop and drilling down the issues while creating alerts for the drop.
* Lead the Power BI team on developing dashboards on data dip monitoring systems. Created multiple dashboards for reporting results of Account usage filtering in Tableau like Cost Computation, Performance Monitoring and User adoption.

**Tools Used:** PL/SQL, Oracle, Python, Snowflake, Snowflake, Oracle, Tableau, JIRA, Azure

**Sr. Data Analyst Dallas TX**

**Exeter Finance January 2020 – May 2022**

**Responsibilities:**

* Performed analytics using SQL queries on complex ad-hoc issues for advanced analytical solutions
* Administered and maintained SQL Server databases using SSMS. Conducted routine tasks such as backup and restore operations, database monitoring, and performance tuning.
* Resolved duration, yield, return and risks on funding applications using in-house CRM tool reducing average days to fund to 3 days.
* Created a Datawarehouse and migrating different systems data into the Wearhouse (Salesforce and SAP). Worked with multiple teams combining the different Databases to a single Universe.
* Designed ad-hoc SSRS reports using storytelling features, visualizations, and conducting analysis on KPIs.
* Create comprehensive documentation for SSRS reports, including data source configurations, report specifications, and user guides.
* Implemented data quality checks and validation routines to ensure the accuracy and consistency of data throughout the ETL process.
* Used SQL queries to identify trends and patterns in complex data for business questions and provide recommendations.
* Integrated Conga Contracts with Salesforce workflows to create seamless end-to-end processes.
* Configured and maintained custom objects, fields, formulas, validation rules, workflows, and process builder flows on Salesforce CRM. Utilized Salesforce Report Builder and Dashboard to visualize data effectively.
* Integrated Salesforce with external systems using REST and SOAP APIs. Executed data migration tasks, ensuring data accuracy and consistency.
* Integrated Conga Contracts with Salesforce workflows to create seamless end-to-end processes.
* Utilized Conga Analytics to generate reports on contract performance, renewal dates, and other key metrics. Extracted actionable insights from analytics to improve contract management processes.
* Integrated AppExchange applications with existing Salesforce instances and other external systems using REST and SOAP APIs

**Tools Used:** PL/SQL, Oracle, Python, Salesforce, Conga CLM, Tableau, Power BI, Business Objects, SharePoint, Microsoft Office Suite (Word, PowerPoint, Excel)

**Data Analyst San Antonio, TX**

**Apex Limited Group August 2017 – Dec 2019**

**Responsibilities:**

* Collected the Plants Data in Excel sheets from different Regions around the World and combined them in Power BI to know the Loss and Profit of the Product.
* Worked as a part of Global Compliance team which tests monitors the systems that acquire processes, reports, and archives data from a worldwide network.
* Made Power BI reports to interact and activate using storytelling features such as bookmarks and drill through filters.
* Gathered, cleaned, and transformed data for mining. Resolved data modelling issues for data warehousing functions.
* Extracted Used DAX functions to create measured and calculated fields to analyze data for logical visualization and used Power Queries to transform the data and doing data modelling for an intuitive driven business requirement.
* Created dashboard from scratch that included Tree Maps, Pie/Bar Charts, Line/Area Charts, Scatter Plots and Bullet Graphs
* Queried and pulled data from multiple data sources and used in different kinds of reporting.
* Used python pandas NumPy and various other libraries for data analysis and loading tables in the database for analysis purposes.

**Tools used**: SQL, Python, Power BI, MS Excel, DAX,

**VCNOW Indore, India**

**Data Analyst Aug 2016 - March 2017**

**Responsibilities:**

* Queried and pulled data from multiple data sources and used in different kinds of reporting.
* Used python pandas NumPy and various other libraries for data analysis and loading tables in the database for analysis purposes Provided scheduled and ad hoc metrics reports with actionable recommendations.
* Identified key performance indicators by capturing client's business at each client level.
* Built complex SQL scripts from scratch to bring in relevant metrics and aggregate the data before feeding BI tools.
* Developed and maintained more than 20 reports in a span of 6 months. Also, part of internal Tableau SME team to work on challenging requirements.
* Communicate with internal clients to develop and translate a business requirement into an effective and insightful interactive analytical dashboard.
* Provided scheduled and ad hoc metrics reports with actionable recommendations. Identified key performance indicators by capturing client business at each client level.
* Created visually rich dashboards with bar graphs, scattered plots, geo maps, heat maps, crosstab with more than predefined limit of 16 columns.
* Designed a dashboard with trend views, bullet charts to compare against a goal for associate performance and used parameters, sets, groups, and calculations.
* Combined the different views into a dashboard and published them to the Tableau server with a fixed refresh schedule.

**EDUCATION**

**Master of Science - Management Information Systems**

University of Texas at Dallas, Richardson, Texas, United States Aug 2017 - May 2019

**Bachelor of Engineering - Information Technology**

Pune University, Pune, Maharashtra, India Aug 2012 - May 2016