



JESIN V V

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📍 Work: Kochi, Kerala, 682017 Kochi (India)

ABOUT ME

Certified Business Intelligence Analyst | Data Visualization and Analytics Expert

Microsoft Certified: Power BI Data Analyst Associate with 3+ years of experience designing data-driven strategies and interactive dashboards for actionable business insights. Skilled in end-to-end analytics, from ETL processes and data modeling to KPI tracking and stakeholder reporting. Proven track record of bridging gaps between technical data analysis and operational execution, leveraging 2.5 years of cross-functional experience in sales and operations to enhance revenue growth and operational efficiency.

SKILLS

Technical

Microsoft Power BI, Advanced Excel, SQL, Power Automate, Alteryx, Tableau, Basic Python, Google Sheets, Looker Studio.

Analytical

Data Visualization, Data Modeling, Data Transformation and Aggregation, KPI Frameworks Design, SQL Query Optimization, Statistical Analysis, ETL Pipeline Design.

Soft Skills

Project Management, Strategy building, Problem-solving, Team Collaboration, Communication.

Languages

English (Professional), Malayalam (Native), Hindi (Limited), Tamil (Limited)

WORK EXPERIENCE

Business Intelligence Analyst

Vandalay Business Solutions Pvt Ltd [10/2023 – Current]

- Developed "SQL-powered" Extract, Transform, Load (ETL) pipelines to automate data extraction from Google Sheets, Google Analytics, and CRM systems into Power BI, reducing manual reporting efforts by 18 hours per month and ensuring real-time dashboard accuracy for 5+ clients.
- Built over 40+ **"Power BI"** dashboards using SQL-optimized datasets to visualize 2M+ monthly ad spend, enabling media buyers to identify underperforming campaigns and boost client ROI by 35%.
- Engineered SQL queries to clean, transform, and aggregate raw Google Ads/Google Analytics data, reducing **"Power BI"** report refresh times by 50% and accelerating campaign performance analysis for 10+ clients.
- Created a unified Power BI financial dashboard (integrating SQL databases and Google Sheets) to automate monthly profit/loss reporting, cutting analysis time from 7 days to 12 hours and improving forecasting accuracy by 25%.
- Designed SQL-driven Key Performance Indicator (KPI) frameworks in **"Power BI"** to track cross-channel campaign performance leading to a 22% reduction in wasted ad spend (\$90K+ annual savings) for eight key accounts.

Analytics Consultant (Freelance)

Freelance [09/2021 – 09/2023]

City: Wayanad | Country: India

- Spearheaded **Power BI dashboards** for 3 Middle Eastern clients, automating financial reporting and improving revenue visibility by 40%, reducing manual data entry errors by 30%.
- Trained 10 employees on **RCM (Revenue Cycle Management) department** in Excel, covering pivot tables, lookups, and macros, cutting report generation time by 25% and improving data accuracy for 15+ monthly billing workflows.
- Leveraged **Alteryx** to clean and standardize 10K+ rows of fragmented sales and operational data.
- Created **Power BI/Excel-to-PPT integration workflows** for 12+ client presentations, embedding live dashboards and dynamic reports to reduce board meeting prep time by 20 hours per month and increase stakeholder alignment by 35%.

Associate Financial Service Manager

ICICI Prudential Life Insurance Company Limited [04/2021 – 08/2021]

City: Kochi | Country: India

- Led a **team of 8 sales executives** across 3 branches to achieve **₹1 crore in life insurance premiums**, consistently exceeding monthly sales targets by **100%** through performance tracking.
- Built **15+ PowerPoint training modules** on new insurance products (e.g., term plans, ULIPs), improving team competency and driving a **15% increase** in post-training sales conversions.
- Boosted cross-selling revenue by **20%** (₹18 lakh/month) by analyzing customer demographics and bank-provided data to identify high-potential leads, resulting in **100+ qualified leads/month**.

Sales and Operations Executive

Intersight Tours and Travels (P) Ltd [04/2019 – 03/2021]

City: Kochi | Country: India

- Managed end-to-end travel operations for **100+ monthly bookings** (flights, hotels, vehicles), coordinating 80+ agents across **Gujarat and Delhi** to achieve **₹30 Lakhs in annual sales**, surpassing targets by **25%**.
- Negotiated contracts with **30+ hotel and transport vendors**, reducing procurement costs by **10%** and accelerating booking turnaround time by **3 hours per customer**.

EDUCATION AND TRAINING

Bachelor of Travel and Tourism Management

University of Calicut [06/2017 – 03/2019]

PROJECTS

Sales Performance Dashboard

- Crafted a comprehensive Power BI dashboard to track sales performance across regions
- Implemented dynamic filtering and drill-down capabilities for in-depth analysis
- Resulted in a 20% increase in sales team efficiency and improved decision-making

Link: <https://bit.ly/42vYUmG>

US Stock Analysis Dashboard

A comprehensive view of US stock performance, trends, and insights. Planned to help investors and analysts make informed decisions.

Link: <https://bit.ly/4g8WdKQ>

Hospital Patient Experience Dashboard

Analysis of synthetic data on ~1k patients from Massachusetts General Hospital (2011-2022).

Link: <https://bit.ly/3PT01Z0>

CERTIFICATION AND LICENCES

Microsoft Certified: Power BI Data Analyst Associate (PL -300)

Credential ID: 125CF1790A491EB3

Certification Number: 0D44FF-70VF5E

Earned On: January 18, 2025

Expires On: January 19, 2026

Link: <https://bit.ly/42vCQsf>

Credly

Credly

Link: <https://www.credly.com/users/jesin-v-v>

Data Analyst in Power BI

DataCamp

Link: <https://www.datacamp.com/completed/statement-of-accomplishment/track/aa0b6debf30f732da236a9dc60148e64927c4f4c>

Business Analyst Career Track - 365 Data Science

365 Data Science

Alteryx Designer Core

Alteryx - **Designer Core** : - *General Knowledge* | *Data Preparation* | *Data Manipulation* | *Data Transformation*

SQL for Data Science

Coursera