ANIMESH VERMA

Senior Data Analyst

Accomplished and results-driven data professional with a proven track record in designing and implementing robust technology solutions. My expertise spans Cloud Solutions Consultation and Architecture, ETL/BI Development, Business Analysis, Data Models, and Data Analysis. With a background in **Banking** & **Finance, Healthcare, Retail**, and **Capital** & **Financial markets** and More.
Have consistently delivered excellence in service across diverse domains. Having worked with esteemed organizations in India, the UAE, and other regions, I am poised to contribute my skills and drive innovation

CONTACT

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Animesh Verma

CORE COMPETENCIES

- Data Analyst Consultation & Architecture
- Financial analysis, Data analysis
- Financial Modeling,
- Business Intelligence, Power BI, Tableau
- MS Excel, MS Office Tools, MS Fabric
- SQL, AAS, SSAS, Tabular Data Model
- Data Transformation, Digitization, Migration
- Data Management & Governance
- Data Modeling, Tableau
- Relational Database Management
- Data Engineering, ETL, BI, Data Warehouse Design & Development
- Big Data Analytics
- Data Warehousing & Reporting
- Data Visualization
- Agile/ Scrum Methodology
- Configuration & Release Management
- Scalability Planning
- Real Time Data processing, Data streaming
- Event Stream,
- Business Analysis (Requirement Gathering & Elicitation)
- Project management, Project Leading
- Time Budgeting & Forecasting
- Financial reporting & Disclosure
- Client & Stakeholder Relationship Management
- Program/ Project Management & Delivery Excellence
- Team Set-up & Stabilization, Team Leading

EDUCATION

- **2021: MBA**
  From ICFAI.
- **2015: B.COM**
  From University of Rajasthan.
- **Microsoft Certified Data Analyst**
- **Microsoft Certified: Fabric Analytics Engineer Associate**

PROFILE SUMMARY

An **MBA** with 8 + years of experience in financial analysis, non-financial analysis, data modeling, accounting, reporting, data modeling for several industry types. Expertise in analyzing financial statements, both standalone and consolidated.

- Dynamic & dedicated professional with years of experience with a wealth of expertise in designing & implementing innovative **Data Analysis solutions** using a comprehensive suite of tools & technologies with **Microsoft Fabric, Power Bi, MS Excel, Tableau, SQL, Microsoft Azure Cloud Services** (Azure Analysis Services, Azure Data Lake Storage, Azure Data Factory)**,** enabled to craft robust cloud data solutions tailored to diverse business needs.

- Notable success in managing multiple activities starting from understanding customer requirements, **deriving the Analytical Solution**, feasibility study, implementation, process stabilization, performance monitoring, key metrics development, resource deployment, stakeholder reporting, solution planning, architectural design, code review, debugging & testing, database modelling, quality analysis, evaluation & solution implementation, scalability, risk assessment & mitigation, migration & transformation, system operations & maintenance and supporting after go-live.

- Showcased excellence in steering the **implementation of Analytical solution**, ensuring adherence to **architectural standards, security policies & best practices**. Coordinated with development teams to ensure successful **deployment & integration of cloud services**. Excellence in continuously monitoring & optimizing analytical infrastructure & services to **improve performance, scalability, and cost-effectiveness.**

- Competent in Data Management, Business Intelligence, Analytics & Data Engineering & Projects, Optimization, Access & Analyze over on-premises & cloud-based Data Warehouse & self-serve visualization. Led the migration of legacy on-premises systems to a cloud-native data architecture, resulting in an increase in scalability & reliability.

- Proficient in delivering exceptional customer experience & elevating satisfaction by designing Data Warehouse/BI solutions using various tools & technologies, including **Data Warehousing Concepts, Tabular Data Models & Power BI reporting.** Highly adept at leading all technical aspects of the **BI application development lifecycle**, from inception to transition.

- **Excellence in implementing a diverse range of data techniques** encompassing cleansing, transforming, organizing, validating, & modeling on datasets to uncover valuable insights that significantly enhanced business value.

- **People Manager** with innate skills in leading, training, monitoring highly performing multi-cultural teams entailing **over 10 members** that excel in delivering business value with high morale & low attrition.

WORK EXPERIENCE

Jun'25 to Present: AP Moller Maersk GSC
Consultant| Financial Analyst | Business Intelligence

Apr'21 to May'25: Celebal Technologies
Consultant| Data Analyst | Business Intelligence

Jun'19 to Apr'21: MetLife GOSC Pvt Ltd
Senior Associate | Financial Analyst

Aug'17 to Jun'19: EXL Services Pvt Lt
Associate Financial Analyst

SIGNIFICANT HIGHLIGHTS

- **HDFC Bank : Pl Product (Banking Financial Services)**
  As a Data & BI consultant, I spearheaded a transformative project for HDFC Bank using Microsoft Fabric and Power BI. The initiative focused on optimizing sales representative incentives by analyzing loan data. We implemented a unified data analytics solution on Microsoft Azure, democratizing data access and enabling advanced insights across business units. The project involved creating interactive dashboards for credit card customer reports and transaction analysis, incorporating key metrics4. This comprehensive solution empowered HDFC Bank to make data-driven decisions, enhance efficiency, and improve their sales incentive structure, ultimately boosting profitability and customer satisfaction.

- **HDFC Bank : PL Product (Banking Financial Services)**
  As a Data & BI consultant and Project Manager, I led a transformative project for HDFC Bank using Azure Databricks, Azure Analysis Services, and Power BI, focusing on analyzing loan recovery, recovery efforts, customer feedback, and overall Non-Performing Assets (NPA). We implemented a unified data analytics solution that democratized data access across business units and enabled advanced insights through comprehensive dashboards for credit card customer reports and transaction analysis, incorporating key metrics like revenue, customer demographics, and acquisition costs. This solution empowered HDFC Bank to make data-driven decisions, enhance operational efficiency, and improve their sales incentive structure, ultimately leading to increased profitability and customer satisfaction. By leveraging advanced analytics and AI capabilities on the Microsoft Azure stack, we supported the bank's Future Ready strategy to modernize its data landscape and provide neo-banking experience to customers.

- **Department of Health, Abu Dhabi, UAE**
  In the role of Lead Data & BI Analyst, I was pivotal in the end-to-end data analytics and cloud migration project for the Department of Health, Abu Dhabi, UAE. This endeavor encompassed transitioning from an on-premises legacy system to a cloud-based infrastructure using Azure Databricks, MS Fabric, and Power BI.
  The project integrated and analyzed diverse health-related data, delivering comprehensive insights across the department for the entire region. Key components included Azure Databricks for scalable data processing, MS Fabric for data integration and management, and Power BI for interactive visualizations and dashboards. These tools facilitated real-time analytics and predictive modeling, supporting data-driven decision-making.
  This innovative solution streamlined healthcare operations, improved patient services, and enhanced data accessibility, ensuring the department could efficiently adapt to the evolving healthcare landscape.

- **Newell Brands (Consumer Goods)**
  At Newell Brands, I worked as a Senior Data Analyst and BI Developer, focusing on Azure Analysis Services, SQL, and Power BI to analyze market and social media trends. My role involved evaluating how both sponsored and organic social media activities impacted sales and other financial KPIs. I created interactive dashboards and advanced analytics to help the company understand market dynamics and social media influence. These insights were crucial for making informed decisions that drove business growth and optimization.

- **Fursan Travel (Travel)**
  As a Data Analyst and BI Developer, I played a key role in a project for FURSAN Travel using Microsoft Azure services, including Azure Databricks, Azure Analysis Services, and Power BI. We integrated and analyzed data from bookings, customer interactions, subagent performance, and financial transactions, implementing a unified data analytics solution for accessible insights across the organization and its sub-agents.
  Key components included Azure Data Factory for data ingestion, Azure Data Lake Storage for secure storage, and Azure Synapse Analytics for efficient querying. Power BI created interactive dashboards with critical metrics like booking trends and revenue per user. We also employed Azure Stream Analytics for real-time insights and Azure Machine Learning for predictive modeling. This solution streamlined operations, improved customer service, and enabled data-driven decision-making, enhancing operational efficiency and customer satisfaction while positioning FURSAN Travel to quickly adapt to industry changes.

- **FSL: (Non-Banking Financial Services)**
  As a Senior BI Developer at First Source Limited, I developed analytical solutions for the BNPL division, focusing on customer spending habits, repayment patterns, and default rates. I designed data models, created interactive dashboards, and developed credit risk assessment models. My work provided crucial insights for optimizing installment plans, improving recovery rates, and supporting strategic decisions in credit limit assignments and targeted marketing campaigns.

- **Others**
  Hindustan Infrastructure Limited, Max Hospitals, Crescent Petroleum, UEM Edgenta, Bently University, Virtusa, Met-Life GOSC