

Joseph AJ

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ProfileSummary

- Proven ability in analyzing large datasets, debugging SQL queries, and transforming data to drive business decisions.
- Proficient in creating compelling, interactive dashboards using Power BI, enhancing data accessibility and understanding.
- Strong command over Excel, SQL, Power BI, enabling efficient data manipulation and analysis.
- Proficient in market research, requirement gathering, qualitative and quantitative analysis.

Relevant Coursework

- Data Integrity .Data Governance
- Data Visualization .Data Manipulation

- Generati • Requirem
ve AI ent
- Data Gathering
Mining • Business
Impact
Analysis
May 2024 –
Present

Experience

Laith Electro Mechanical LLC – Storekeeper & Documentation

- Managed inventory for the IRIS Data Centre Phase 5, 6 & 7 project, ensuring accurate records for an 18 MW IT load infrastructure.
- Created interactive **Power BI dashboards** to monitor inventory levels, track deliveries, and prevent stock discrepancies, reducing errors by 20%..
- Streamlined documentation processes, ensuring compliance with company and client requirements.

Joseph Surgical Enterprises – Office Admin

Jan 2024 – Mar 2024

- Maintained detailed documentation of operational data, improving record accuracy by 100%..
- Applied advanced data cleaning and **data normalization techniques** to maintain data integrity and optimize data retrieval processes.
- Designed Excel dashboards for financial reporting, automating manual processes and saving 4 hours weekly.

Projects

Festive Campaign Analysis | SQL, Power BI, PowerPoint | [Live Dashboard](#)

Feb 2024

- During Diwali and Sankranti campaigns across 50+ Southern Indian retail stores, Utilized **SQL** to analyze transactional data and identify purchase trends. Built an **interactive Power BI dashboard** for enhanced data visualization. This analysis led to the discovery of a 110% average increase in revenue during both campaigns, informing future strategies.

Business Insights 360 | Excel, Power BI, Dax, Power Query, SQL | [Live Dashboard](#)

Jan 2024

- Modernized Atliq's reporting by replacing Excel with a Power BI dashboard, integrating data from Excel/CSV and SQL. Created a data model and visualizations across 5 departments, optimizing with DAX Studio for a **5% performance boost**. This empowered Atliq to make data-driven decisions, projecting a 10% revenue increase and 20% expense reduction.

AtliQ Finance Reports | Excel, PivotTable, Dax| [GitHub Repository](#)

Dec 2023

- Created a 4-year P&L Report for Atliq Hardware in Excel, using Pivot Tables and DAX to analyze revenue. Automated data cleaning with Power Query, saving 4 hours, and implemented DAX measures for enhanced user experience, reducing data processing time by 50%. This enabled real-time insights for data-driven decision-making.

Technical Skills

Analytical Tools: Excel, Power BI, Power Query, Tableau

Languages: Python, SQL

Technologies/Frameworks: GitHub, WordPress, Pandas, NumPy

Education

MG University| St Berchmans College

2017-2020

BSc Mathematics

Sub-specialization: *Statistics Relevant coursework: Probability, Statistical Inference, Data Analysis, Linear Algebra*

G Tec Computer Education

2021-2022

Diploma In Financial Accounting

- IBM Data Science Professional Certificate , Coursera [-View Credentials](#)
- Power BI Data Modeling with DAX, Linkedin [-View Credentials](#)
- Google Data Analytics, Coursera [-View Credentials](#)
- Codebasics Community Champion [-View Certificate of Appreciation](#)