

## PROFESSIONAL SUMMARY

Data Analyst with Over 6 years of experience in Data Analytics and Business Intelligence using SQL, Python, Tableau with an emphasis on analyzing, designing, developing, and implementing solutions for business problems.

## Skills Summary

- Created Rich dashboards using Tableau Desktop and prepared user stories to create compelling dashboards to deliver actionable insights.
- Gathering Business Requirements, Analysis, Design, Development, Implementations and Documentation of various functionalities of Data Warehouse and Business Intelligence.
- Using Tableau functionalities for creating different Requests, Filters, Chart, Interactive dashboards with Page and Dashboard Prompts.
- Expert in developing Dashboards using BI tools like Tableau/PowerBI.
- Having good experience in writing Custom SQL Queries
- Publishing and Deploying Dashboards based on business requirements.
- Experience in creating views, interactive Dashboards and publishing them to Tableau server.
- Experienced in all phases of datamining; data collection, data cleaning, developing models, validation and visualization using SQL, Python and Tableau.
- Experienced in working with APIs and performing ETL using pandas Python.
- Experienced in working with Anaconda (Jupyter Notebook).
- In depth knowledge in writing medium and complex queries using joins.
- Expertise in building complex SQL Queries to perform data mining, data analytics, and data extractions across databases like Oracle, SQL Server and MySQL.
- Utilized Microsoft excel and access to manipulate, cleanse and process large data sets.
- Good understanding about Client requirements and knowledge about business impact.
- Expertise in working with Calculations and implementing different Filters like quick filters, context filters, clipboards in Tableau.
- Expertise in Implementing Data Blending, Custom SQL in Tableau connections.
- Expertise in Designing Aggregations, LOD Expressions, Hierarchies, Formatting, Sorting and grouping in Tableau.
- Expertise in working with multiple measures like Individual axis, Axis Blending and Dual Axis.
- Expertise in creating Maps visualization, Symbol Maps, Pie Charts, Bar Charts, Tree Maps, Gantt, Circle Views, Line Charts, Area Charts, Scatter Plots, Bullet Graphs, Doughnut charts and Histograms.
- Developed story telling dashboards in Tableau Desktop and published them on to Tableau Server which allowed end users to understand the data.
- Over the years utilized VLOOKUP, Pivot Tables, and the creation of dashboards in MS excel.
- Delivered all the projects and assignments within the specified timelines with accuracy.

- Participated in project planning sessions with project managers, business analysts and team members to analyze business requirements and outline the proposed solution.
- Comprehensive knowledge in Software Development Life Cycle (SDLC) and in applications of Waterfall and Agile methodologies.
- Quick learner and can easily adapt to new technologies & responsibilities. Strong Problem-solving skills with structured ways of analysis and deep diving. Highly motivated and a conceptually strong individual with exceptional analytical and design skills.

## Technical Highlights

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- **Data Visualization:** Tableau, Python, Power BI.
- **Programming Languages:** SQL, Python
- **Databases:** MS SQL Server, Oracle, My SQL
- **Machine Learning:** Python (NumPy, Pandas, Matplotlib, Seaborn)
- **Data Analysis:** Exploratory Data Analysis, Data Visualization, Statistics, Hypothesis Testing, Time-Series Analysis, A/B Testing, Business Insights and Recommendations
- **Other Skills:** Reporting & Analysis, Stakeholder Management, Client/Customer Relationship Management, Requirement Gathering & Analysis

## Education

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- Masters in information studies / technology from Trine University- 2024
- Bachelors in information technology from, JNTUH - 2013.

## Portfolio

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[Manaswini Girirajula \(mgirirajula.github.io\)](https://mgirirajula.github.io)

## Work History

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### Senior Data Specialist

(09/2017 to 03/2021)

**Client:** PenFed (Pentagon Federal Credit Union)

**Location:** Hyderabad, India

**Project:** Customer Purchase Behavior Analysis for Personalized Offer Generation.

**Description:** Analyze the data to understand the customer purchase behavior (specifically, purchase amount) against various products of different categories using purchase summary and customer demographics (age, gender, marital status, location), which will help to create personalized offer for customers against different products. Understanding Customer Buying Habits for Targeted Offers and Marketing Strategies for Enhanced Customer Engagement.

- Worked with Business Analysts and the management team in analyzing and understanding the requirements.
- Involved in interaction with business stakeholders, gathering requirements and managing the delivery.
- Extracted data from SQL Server database using **SQL** queries performed transformations and loaded into database.
- Analyze customer purchase behavior data for insurance policies, focusing on purchase amount and demographic factors like age, gender, marital status, and location.
- Used Tableau for Visualization and Reporting
- Created Rich dashboards using **Tableau** Dashboard and prepared user stories to create compelling dashboards to deliver actionable insights.
- Building, publishing customized interactive reports and dashboards.
- Created action filters, parameters, and calculated sets for preparing dashboards and worksheets in Tableau.
- Developed Tableau workbooks from multiple data sources using Data Blending
- Reporting by Regions, Products, Departments, Cost categories for various reports.
- Generated Dashboards with Quick filters, Parameters and sets to handle views more efficiently.
- Generated context filters and data source filters while handling huge volumes of data.
- Developed visualizations using sets, Parameters, Calculated Fields, Dynamic sorting, Filtering, Parameter driven analysis.
- Built dashboards for measures with forecast, trend line and reference lines.
- Published Workbooks by creating user filters so that only appropriate teams can view it.
- Created static reports (dashboards) in the areas of Revenue, Forecast, Budget & Expense, Profit & Loss, Headcount, and other ad-hoc reports for business leaders.
- Gathered data using SQL Server, Oracle, MS Access and Excel.
- Proactively evaluated business landscape and requirements and identified explicit and implicit needs.
- Analyzed, designed, and optimized business processes for better performance and reporting.
- Involved in Unit Testing of the Dashboards.

- Worked with Snowflake and Oracle databases.
- Created executive level presentations using Microsoft Power Point.
- Explain results on complex models in simpler terms to stakeholders.
- Used **Excel** Pivot tables, Conditional formatting, Lookup formulas and charting as part of analysis.

**Technologies used:** Tableau, SQL, Oracle, Excel

## **Tableau Developer**

**Client:** Western Union

(04/2016 to 08/2017)

**Location:** Hyderabad, India

### **Project: Enhancing Operational Efficiency in Western Union's Global Money Transfer Services**

**Description:** Western Union, a global leader in money transfer services, aims to optimize its operational efficiency to meet the increasing demands of its customers and streamline its processes. This project focuses on leveraging Tableau to analyze transaction data, identify areas for improvement, and implement strategies to enhance operational efficiency in Western Union's global money transfer services.

- Effectively interacted with Business Analysts and Data Modelers and defined Mapping documents and Design process for various Sources and Targets.
- Adept at queries, requirement gathering, report writing, and presentation of findings.
- Analyze large datasets from different platforms to troubleshoot and investigate data relationship using Anaconda **Jupyter** Notebook.
- Data cleaning, wrangling and transformations in **Python** and **SQL**
- Used python libraries like **NumPy**, **Pandas** for analysis purposes, while visualization libraries of Python like **Seaborn**, **Matplotlib** for graphs plotting. Present the dashboards using BI analytics tools like **Tableau**.
- Analysed user and business requirements and attended periodic meetings for changes in the application requirements and documents.
- Generated ad hoc reports for (KPIs) and metrics related to payment processing.
- Implemented Tableau BI Dashboard as per the client requirement by using custom queries and multiple tables.
- Developed reports for the product sales and profit estimation etc. as per the client requirement and published in to server.
- Responsible in giving permissions to the new sites, create site admins, number of users per site and also explaining basic knowledge of tableau server.
- Creating interactive dashboards with the related views as per client requirements.
- Published data sources, data extracts, worksheets and dashboards into Tableau server.

**Technologies used:** Tableau, SQL, Python

**Client: Aviva Insurance/OTSI**

(01/2014 -02/2016)

**SQL Developer**

**Project Description:**

Aviva India is a joint venture between Dabur Invest Corp (DIC) and Aviva International holdings Limited. India's leading life insurers with a quality business model, focused on sustainable growth.

**Responsibilities:**

- Created database objects such as tables, views, stored procedures etc.
- Stored Procedures, User Defined Functions, Views, business logic.
- Identify columns for Primary Keys in all the tables at the design time and create them.
- Create functions to provide custom functionality as per the requirements.
- Experienced in creating Tables, Stored Procedures, Views, Indexes, and User Defined Functions.
- Expert Experience in Normalization, De-normalization.
- Broad experience in Query Optimization and performance tuning of stored procedures, functions etc.
- Created and modified SQL, PL/SQL and SQL\*Loader scripts for data conversions.

**Technologies used:** SQL Server