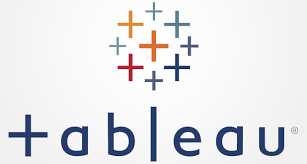
Sweta Dwivedi Upadhyay 

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| CONTACT  SUMMARY | | | |  | E-mail: [meetswetaat@gmail.com](mailto:meetswetaat@gmail.com)  Phone: 8373996766 | | | | | | | |
| 3 years’ experience in data designing, analyzing, development and implementation of various application environment using BI Tools. Possesses good knowledge of SQL queries and database development. Good communication and interpersonal skill. Experienced in quality assurance, Quarterly Quality Reviews with managers, partners, and teams. Good in managing data and providing resources  PROFESSIONAL SNAPSHOT PROFESSIONAL UTES EXPERIENCE  Data Analyst Sept 2018 – Present  Quality Analyst Oct 2016 – Sept 2018  Process Associate, Sun Life Financial July 2014 – Oct 2016  PROFESSIONAL ATTRIBUTE aATTRIBUUUTEPROFESSIONAL UTES EXPERIENCE | | | | | | | | |
| * Strong hands-on experience implementing dashboards, data visualizations, and analytics using tableau desktop and server. * Hands-on experience in SQL reporting, development, analytics, and BI. * Experience in processing flow charts and data flows diagrams. * Ability to deliver high-quality results in a challenging environment and can comfortably manage, manipulate, and summarize large quantities of data. * Profile data to measure quality and integrity, provide solutions to improve quality * Bright & enthusiastic, self starter, highly motivated, comfortable taking the initiative and bringing ideas to the table * Ability to solve complex problems, strong analytical skills, and the ability to trace issues to the root source * Ability to deliver clean, documented, and testable code * Adaptable: Accommodating to new environment and situations. Provides support even for last-minute demands and changes. * Time Management: Dedicated to prioritizing tasks and managing time to ensure timely deliveries. * Demonstrated a high-quality performance as a Quality Analyst and being able to help operations team to identify improvement areas * Have experience of data entry, MIS collation and providing training sessions to newly hired. * Possess good presentation skills | | | | | | | | |
| WORK EXPERIENCE | | | | | | | | |
| Sun Life Financial, Gurugram July 2014 — Present | | | | | |  | | |
| **Client Risk Tolerance:** The objective of this project was to analyze the buying behavior of the client depending on the Risk tolerance and run a campaigning program to promote the sale of various products. The project was based on various dimensions like: Annual income, Investment objective, Investment knowledge, Returns, Tax benefits and management expenses.  Technologies Used: • SQL • Tableau   * Role Played: * Developed data visualization using cross tabs, Heat maps, Box and Whisker charts, scatted plots,Geographic maps, pie chart, Bar chart and Density Chart. * Created different KPIs using calculated fields and parameters * Implemented data blending to blend related data from different data sources * Involved in creating a dual-axis bar chart with multiple measures   **Continuous Improvement Migration Project :** This was migration of improvement ideas from the old tool to the new tool where our team had work with collaboration with onshore partners. In This project data was received from operation team and we had to segregate, filter, analyze and migrate it to the new tool and at last to present the data to the management that which idea saved how much dollar or time.  Technologies Used: • MS Excel • Tableau   * Role Played: Proof read all the documents and maintain accuracy of information and preparing SOP, Responsible for developing the dashboard and preparing ad-hoc reporting. * Execute and maintain reports for onshore partners and internal teams * Developed and maintained database necessary for projects and departments function * Prepared dashboard using calculations, parameters and blending   **HR Analytics- Attrition Model:** This was an internal project to Sun Life Financial, where we had to standardize the HR data received every month in different files and upload in the Tableau dashboard. Also, some ad hoc analysis was done as part of this project using Python, for predicting attrition (logistic model) in certain client accounts, understating the misuse of Work from home policy etc.  *Technologies Used:* • Python• Tableau   * ***Role Played****:* •Design a dashboard using Tableau from the HR data processed Via Python. •Automated the process of data preparation using Python that will take the input data in different files and output in one CSV to be uploaded in Tableau •Design an Attrition model and incorporate the outcome in Tableau. •Validate the model using test – train split. • Maintain the historical data and design incremental load strategy. •Mask the sensitive data and perform the ad- hoc analysis   **Order to cash dashboard:** This project is dummy Project; it contains two phases for data management and dashboard design. In the first phase we had to process the historical data of 3yrs and make different transformations on it as requested by client. Then in second phase we had to design the Tableau dashboard on the processed data. There was also some basic regression model build in SAS based on the processed data.  The goal of the project was to provide a visualization on the no how many days the clients take to pay a given invoice past the allocated transaction due date.  *Technologies Used:* • SAS • Tableau   * ***Role Played****:* • Met with the clients to define business requirements relating to dashboard needs. • Worked closely with the client to define various transformations to be done on source data. • Assisted with the design of processes and requirements for dashboard. • Written SAS code to process the data and designed dashboard. • Testing the visualization for data accuracy and consistency. • Run, view and analyze the reports in different formats. | | | | | | | | |
| EDUCATION | | | |  | | | | | | | |
| M.Com (Regular) from Dr. Ram Manohar Lohia University, Faizabad | | | | | | | | 2010 — 2012 | |
| B.Com (Regular) from Maharaja Ganga Singh University, Bikaner | | | | | | | | 2007 — 2010 | |
| Higher Secondary (CBSE) from Kendriya Vidyalaya, Bikaner | | | | | | | | 2007 | |
| High School (CBSE) from Kendriya Vidyalaya, Lansdowne  KEY SKILLS AND COMPETENCIES | | | | | | | | 2005 | |
| Languages : SQL  Database Packages : SQL Server  Data Visualization: Tableau 2019  Additional tools knowledge: Alteryx | | | | | | |  | | |
| PERSONAL DETAILS | | | | |  | | | |

**Date of birth**  :14th Aug 1989

**Languages known**  : English and Hindi

**Address** : Flat no. 501, building no. 20 Emaar Emerald premier Floors sector 65

Gurugram 122102

**Marital** **Status** :Married

DECLARATION

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| I hereby declare that the above-mentioned information is correct up to my knowledge and I will be solely responsible for any discrepancies found in them. |

Sweta Dwivedi Upadhyay