**Sandra Shaji**

Tableau Developer/Data Analyst

**Professional Summary:**

* 6+ years of experience as a **Business Intelligence Analyst, Data Analyst** and **Tableau/Qlik developer.**
* Comprehensive knowledge of Software Development Life Cycle (**SDLC**) and various **methodologies** such as **Agile, Waterfall.**
* Extensive understanding & experience of **Data Migration, Data Visualization** and **analysis**.
* Worked in close proximity with **Business users, project stakeholders**, Subject Matter Experts (**SMEs**) and staff to understand high level **business** **requirements** and minute level specifications for new **dashboard** or **applications**, and to modify existing **applications**.
* Proficient in **Requirements** **Gathering**, **Test Cases,User Manuals,Surveys/Questionnaire** Development, Business Requirement Documents (**BRD**), Functional Requirement Specifications/Documents (**FRS/FRD**).
* Experienced in creating **wire frames, Prototype, User Interface/Graphic User Interface (UI/GUI),** **context diagrams, business process flows,** and in developing **Use** **Case** **Diagrams**, **Behavior Diagrams (Sequence Diagrams** and **Activity** **Diagrams**) based on the **UML** Methodology.
* Performed extensive research and analysis by **root** **cause** **analysis** and drilling down data deeply
* Experience in working with dynamic and cross-functional teams which requires working in integrative and corporate team environment
* Worked on **Data** **Model** **design**, **Data Extraction, Transformations** and **Loading**, **Mappings** & **Workflows**, Customized and **Ad-hoc Analytics** **Reports** with help of **ETL** tools and different **Databases**.
* Experienced in **data preparation** like **data** **cleaning** and **formatting**.
* Excellent technical skills in **SQL** to extract data from the **database** for **data** **analysis** and **testing**.
* Excellent technical skills in Database like **Creating** or **developing** normalized **database** and creating **SQL** **Query** to access and manage and **query** **data**, with **SQL** **server**, **MS** **Access** and **Teradata**.
* Designed and developed various **dashboards**/ **reports** utilizing **Tableau,Qlik** advance visualizations like **Bars** (**Horizontal, Stacked, Side by Side), Lines (Continuous, discrete), Bullet Graphs, Scatter Plots, Circle Views, Pie-Charts, Packed Bubbles, Funnel Charts, Geographic Maps (Symbol, Filled**) to represent different **datasets**.
* Created various reporting objects like **Pivots, Hierarchies, Filters, Calculated fields, Sets**, Groups in **Tableau, Qlik.**
* Developed and presented **Dashboard** reports for the Key Performance Indicators (**KPI**) for the top management  in **Tableau,Qlik** and **Google Data Studio.**
* Automated various **reports** in **Excel** using **Power Query** and **Excel** functions.
* A result-oriented multitasker who can work on multiple projects at a time, which involves technology implementation, troubleshooting, and analysis. Creative and curious in problem solving under tight deadlines that require analytical skills and creative thinking. Has an attention to detail with excellent Organizational and Time-Management skills to work in long-term and multi-year projects.

**Education:**

* Master of Science in Information Systems from New Jersey Institute of Technology, New Jersey, USA.
* Bachelor of Engineering in Information Technology from St. Francis Institute of Technology, Mumbai, India.

**Technical Skills:**

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| **SDLC Methodologies** | Agile, Waterfall |
| **BA Tools & Techniques** | Tableau, Power BI, MS Visio, Axure,Cordys,jBpm,Qlik,Domo,Adobe Analytics, Google Data Studio, Google Tag Manager,Fiddler,Salesforce |
| **Project Management Tools** | MS Office Suite- (Word, Excel, PowerPoint, Project, SharePoint, Access) |
| **RDBMS** | Teradata, MS Access, SQL Server 2000 |
| **Programming Languages** | SQL, UML |
| **ETL Tool** | SSIS, SSRS and SSAS |
| **Operating Systems** | Windows 8.1, 8, 10, Vista, XP, Mac OS X |

**Professional Experience:**

**Samsung Electronics, New Jersey Feb 2019 - Present**

**Tableau Developer/Data Analyst**

**Project Description:** This project involved closely working with the Business Planning and Sales team on getting the conversion rates for the opportunities in Salesforce. The role was to get the data from Salesforce and using SQL perform the ETL process and calculate conversion rates of opportunities in different stage to project the opportunities revenue for different product categories for future months. The challenge was to improvise the data as it was not in a structured and systematic format.

**Responsibilities:**

* Extracting data from different data sources like Salesforce.com, SAP and internal Samsung tools. Performing the VLOOKUPS pivot charts and excel functions for the various Sales Opportunity reports.
* Creating weekly supply chain management dashboards, reports for B2B Mobile, mainly for the marketing and sales team users.
* Analyzing the Sales Opportunity data, finding discrepancies and providing insights about it to the team.
* Working cross functionally with the other teams to find the solution to the discrepancies in the sales data.
* Deriving new methods and way to store the Sales data and write SQL queries for the results needed.
* Forecasting the Sellin/Sellout numbers for B2B Mobile SCM team, analyzing the promos and campaign files to calculate the lift in Sellout of the mobile category.

**Environment:** MS Excel, MS Access, SQL, Salesforce, Pivot Tables, SharePoint, Tableau.

**SDG Consulting, New Jersey Sep 2018 – Jan 2019**

**Tableau Developer/Data Analyst**

**Project Description:** This project involved closely working with the business users of Merck marketing and sales team to track the web analytics information of Merck website to develop better marketing strategies and website experience. The data was extracted from different data sources like Google Analytics, Vimeo, Bing and internal applications of Merck.

**Responsibilities:**

* Gathered requirements from the client and created applications on Qlik.
* Extracted data from different data sources using SQL queries & performed the ETL process. Created data models in Qlik.Created dashboards & visualizations like line graph, bar chart & implemented maps with geo analytics.
* Created web analytics and supply chain management dashboards for Merck, mainly for the marketing and sales analytics team users.
* Created master items and measures using set analysis and performed section access on applications for security purposes.
* Created user manuals and trained the business users on how to use the applications.
* Created BI design document, testing manual, test cases for applications developed.
* Performed data validations and fixing of defects of the applications in UAT, SIT Testing.

**Environment:** Qlik, SQL, MS Excel, Agile.

**Tristar Products, New Jersey July 2017 – Aug 2018**

**Business/Data Analyst**

**Project Description:** This project involved working with the creative and marketing team to develop ads in Google AdWords, Bing Ads and Criteo.Analyzing data and developing Dashboards in Google Data Studio for the best-selling products of Tristar to get insights and develop better strategies.Calcuating customer lie time value, finding data discrepancies with the historical sales data stored on Amazon Redshift.

**Responsibilities:**

* Analyzed reports and data on Google AdWords, Google Analytics, Excel, Bing Ads and Criteo. Calculating all the digital marketing metrics like CPA, CTR and other measures in SQL and Excel. Deriving customer insights and other measures by writing SQL queries and Excel calculations on large datasets and csv files. Creating tables and performing SQL operations on the data to calculate customer metrics.
* Created the PPC reports and also perform the pixel coding on the websites.
* Created Email Reports, CRM Report for various campaigns. Performed A/B testing of websites using VWO.
* Created weekly and automated inventory reports in Excel using pivot tables, VLOOKUP and other excel functions.
* Created the email campaigns and scheduled emails on Maropost.
* Created workflows on Maropost for the email to be scheduled and sent to customers.
* Implemented Facebook pixels to track how many customers came to the website through Facebook ads.
* Analyzed and gathered data from Magento to calculate the sales, number of customers who used the coupons for their purchases.

**Environment:** Google Adwords,Criteo,DataStudio,Navicat,Amazon Redshift,Excel,BingAds,Amazon Business,Maropost,VWO,Magento,Facebook pixel.

**Bayer, New Jersey Sep 2016 - May 2017**

**Digital Analytics Intern**

**Project Description:** This project involved working on the web analytics tool Adobe Analytics which was implemented on the major drugs website of Bayer. Preparing the test cases and testing all the functionalities of analytics scripting. Creating Dashboards and reports of the drugs for the marketing team in Adobe Analytics and Tableau. The testing was done using the plugins Firebug and Omnibug on the web browsers Google Chrome, Mozilla Firefox and Internet Explorer.

**Responsibilities**

* Performed the Quality Assurance and created test case templates for the sites in which Adobe Analytics is implemented using Report Builder in Excel.
* Generated dashboards, monthly reports and scheduling them in Adobe Analytics, Tableau, getting metrics reports from Web trends, Vimeo and getting trained on Google Analytics for the migration of websites to it.
* Gathered requirements from the sales and marketing team to generate reports and create Dashboards based on the information they need.

**Environment:** Adobe Analytics, Tableau, Excel, Google Analytics, Google Chrome, Mozilla Firefox, Omnibug, Firebug,Vimeo,WebTrends.

**Bayer, New Jersey Jun 2016 - Aug 2016 Business Intelligence Intern**

**Project Description:** This project involved creating dashboards and reports in Tableau and the data was extracted from Teradata as it included all the sales information of all the drugs sold at Bayer under different business units. Able to get insights of sales of different drugs under the business units of Bayer and make strategic decisions. Transforming the data from Teradata and utilizing that in Tableau to create Dashboards.

**Responsibilities**

* + Generated dashboards and sales report on Tableau by pulling the data from Teradata SQL Client
  + Performed data quality checks in Tableau of the sales data of different Bayer pharma drugs.
  + Generated Batch process diagrams in Visio and documents explaining each dashboard.
  + Cross functionally working with the vendor team to get the understanding and business processes

**Environment:** Teradata, Tableau, Visio, Excel.

**Tata Consultancy Services, Mumbai, India Feb 2013 - July 2015**

**Systems Engineer**

**Project Description:** The projects here included a banking application mainly used for approval of insurances for new customers which was developed in a BPM tool Cordys.The various workflows which involved different

levels of approvals, the web forms and the web services used to get the data for the web forms were

all developed in Cordys.The front end was mainly JavaScript and Xml.The Backend was SQL.Some of the

web services were developed in Java. The business processes developed were triggered by a web form

where data input was captured in a XML script an some using Xpath.In the other application which was web

based the workflows were created in jBpm which is java-based BPM tool.

**Responsibilities**

* Gathered requirements & developed the applications for client using JavaScript, XML, HTML, SQL & Java.
* Performed end to end testing using tools like SoapUI, Fiddler and also created test cases/scenarios for the same.
* Developed and implemented business process workflows using Xml, Xpath, Java and SQL.
* Used BPM (Business Process Management) tools like Cordys and jBpm.
* Performed migration of web services, workflows to advanced version of respective BPM tools & created them using SQL &Java. Maximized and optimized web services for fast execution.
* Created documents like Unit Test cases, SRS, User Manuals, Migration document.
* Developed web applications using JSP, Servlets, and Hibernate.
* Developed advanced features in the existing applications based on the requirements from the clients and stakeholders.

**Environment:** Eclipse, Cordys, SQL, Excel, jBpm, Java, SoapUI, Fiddler.