

RAJU SHEJAWAL

Data Management & Visualization Expert | ETL & Data Warehousing | Data & Analytics Leader

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PROFILE SUMMARY

- Seasoned Data & Analytics Leader with 14+ years of proven expertise in data strategy, data visualization, data engineering, and governance, enterprise reporting, and analytics, driving regulatory compliance, operational efficiency, and business growth across BFSI, Insurance, and Currency Exchange domains.
- Proven track record in leading data migration, warehousing, and ETL initiatives, ensuring seamless transitions from legacy to modern platforms with compliance and audit success (e.g., EY-audited migration project at Edelweiss), with expertise in data engineering pipelines, warehouse optimization, and integration of large-scale financial datasets across domains.
- Specialized in designing scalable data warehouses, semantic layers, and cloud-based data platforms (Snowflake and DBT) to enable self-service analytics and data democratization.
- Demonstrated success in data migration, automation, and transformation programs, delivering >95% data accuracy in critical initiatives and reducing manual dependencies through intelligent automation.
- Strong track record of driving end-to-end BI & analytics programs, including Power BI, SSRS, Tableau, QlikView solutions to translate complex datasets into actionable business insights.
- Recognized with multiple enterprise-level awards (ICON, Udaan, Trailblazer, and Accenture Excellence) for outstanding contributions in building data-driven cultures and impactful reporting solutions.
- Skilled in data governance and quality frameworks, ensuring accuracy, security, and regulatory compliance in high-stakes business environments.
- Recognized with multiple awards for excellence in data migration and delivery, highlighting ability to deliver high-impact, business-critical data solutions.
- Experienced in collaboration with CXOs and leadership teams, stakeholder management, vendor governance, and cross-functional collaboration, ensuring business alignment and timely delivery of strategic data initiatives.
- Skilled in team leadership and mentoring, fostering high-performing teams with expertise in SQL, ETL, data modeling, and visualization.



COMPETENCIES

Data Strategy & Governance



Enterprise Data Architecture



Data Warehousing



ETL Development & Optimization



Business Intelligence & Reporting



Data Modeling & Semantic Layer Design



Cloud Data Migration & Integration



Data Quality & Accuracy Management



Advanced SQL & Performance Tuning



Data Analytics & Visualization



Regulatory & Compliance Reporting



Automation & Process Optimization



Agile / Scrum / Kanban Methodologies



Stakeholder Engagement & Business Partnering



Team Leadership & Mentoring



Vendor & Project Management



Problem Solving & Root Cause Analysis



Data-Driven Decision Support



EDUCATION & CERTIFICATIONS

Bachelor of Engineering (Computer Engineering) – K.J. Somaiya College of Engineering, Mumbai University, India | First Class, Jun 2010

Diploma in Computer Engineering – Mumbai University, India | First Class with Distinction, Jun 2007

Microsoft Certification (70-761): Querying Data with Transact-SQL



AWARDS & RECOGNITIONS

- Quarterly Excellence Award (FY25 Q3) – Currencies Direct
- Annual ICON Award (FY23) – Edelweiss Tokio Life Insurance (ETLI)
- Quarterly Trailblazer Award (FY23 Q4) – ETLI
- Project Superstar of the Month (Mar 2023) – ETLI
- Annual Udaan Award – Young Achiever (FY21) – Aditya Birla Capital
- Quarterly Excellence Award (FY17 Q2) – Accenture
- Project Star Award (FY11 Q4) – Capgemini



CAREER TIMELINE

Capgemini

ISS

accenture



Edelweiss Tokio

redpin

Feb'11-Jun'15

Feb'15-Jun'16

Aug'16-Nov'19

Dec'19-Sep'22

Oct'22-Mar'24

Since Apr'24



WORK EXPERIENCE

Currencies Direct (Red Pin), India | Role: Head of MI | Duration: Apr 2024 – Present | Domain: Currency Exchange

- Developed and engineered a semantic data layer to enable self-service analytics and narrative-driven reporting.
- Conceived and automated the budget load process with a standardized SOP, earning a quarterly excellence award.
- Formulated a marketing cost reconciliation model leveraging ledger data to benchmark revenue vs. spend, optimizing strategic allocation.
- Reengineered and automated the cost-loading workflow from ledger to data warehouse, boosting efficiency and data integrity by **98%**.
- Implemented user enablement initiatives, empowering business teams to seamlessly consume insights from the semantic layer.

Edelweiss Tokio Life Insurance, India | Role: Lead – Data Visualization | Duration: Oct 2022 – Mar 2024 | Domain: Life Insurance

- Designed the implementation of modern data platform to migrate on-premises SQL DWH to PostgreSQL.
- Developed and maintained scalable data pipelines using AWS glue to process large volumes of data using batch processing.
- Assumed ownership of an incomplete migration project, realigned delivery, and achieved **95% data accuracy**, earning an annual performance award.
- Governed end-to-end lifecycle of critical **Power BI dashboards**, ensuring operational continuity for business units.
- Cultivated stakeholder partnerships, translating complex requirements into dynamic visualization solutions; recognized with a quarterly award.

Aditya Birla Capital, India | Role: Lead – Data Analyst | Duration: Dec 2019 – Sep 2022 | Domain: Lending Finance

- Directed and executed LMS data migration with **97% accuracy**, honored with an annual award.
- Engaged stakeholders to distill business problems into actionable analytics solutions.
- Streamlined data warehouse load processes, ensuring timely and error-free business reporting.
- Designed and deployed integration pipelines for digital business reporting ecosystems.
- Oversaw vendor management by defining scope, deliverables, and monitoring compliance.

Accenture, India | Role: Team Lead | Duration: Aug 2016 – Nov 2019 | Domain: Claims Insurance & HR

- Developed and sustained **SSRS, Tableau, and QlikView reporting solutions**, integrating with SharePoint.
- Configured production and UAT environments with **AlwaysON SQL Server 2016** for high availability.
- Partnered with clients to transform requirements into tailored business intelligence solutions.
- Served as **primary deployment manager** and reviewer for change requests, ensuring smooth transitions.
- Authored and refined technical documentation, test procedures, and quality standards.
- Mentored and up skilled junior team members with technical guidance and coaching.

ISS Governance, India | Role: Analyst | Duration: Feb 2015 – Jun 2016 | Domain: Corporate Governance

- Designed and delivered SSRS reports aligned with business requirements.
- Authored efficient **T-SQL queries and stored procedures** to streamline data operations.

Capgemini, India | Role: Consultant | Duration: Feb 2011 – Jan 2015 | Domain: Retail

- Provided **L2 technical support**, diagnosing and resolving production incidents.
- Investigated and remediated recurring issues by developing permanent fixes.
- Conducted performance tuning of high-cost SQL scripts, significantly reducing execution times.



TECHNICAL SKILLS

SQL / Databases

- SQL Server (T-SQL, Stored Procedures, Performance Tuning, Always ON setup)
- Snowflake (Cloud Data Warehousing)
- Data Modeling & Semantic Layer Design
- ETL Development (SSIS, DBT)

Data Visualization / Reporting

- Power BI (Reports, Dashboards, Data Storytelling, Semantic Layer Consumption)
- SSRS (SQL Server Reporting Services, SharePoint integrated mode)
- QlikView
- Tableau
- Omni Analytics

Programming / Scripting: T-SQL, Python

Data Engineering

- Data Warehousing & Data Migration (On-Premise to Cloud)
- Data Quality & Accuracy Validation
- Performance Optimization of Data Loads

Other Tools & Methodologies

- Advanced Excel
- Office Writer Tool (Reporting Integration)
- Agile Methodologies (Scrum, Kanban)
- Stakeholder & Vendor Management

Version Control & Collaboration: GitHub, Jira, Confluence



PERSONAL DETAILS

Address : 503, Dnyaneshwari apartment, Sector 16, Plot no 107, Ghansoli, Navi Mumbai - 400701

Languages : English, Hindi

DOB : 9th November 1988