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| **SAKSHI SINGH** | **C:\Users\Lenovo-PC\Downloads\pic.jpg** |
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| **Methodical Skill Sets**   |  |  |  | | --- | --- | --- | | * Data Warehousing * Data Modelling Techniques * Business Intelligence (BI) | * Data Structure * Data Visualization * Data Technologies / ETL | * Story Boards * Statistical Computing Methods * Project Management (Agile) |   **Technical Skill Sets**   |  |  |  | | --- | --- | --- | | * SAP Business Objects * Tableau * Qlik Sense | * Power BI & Power Pivot * RDBMS * PLSQL / ANSI SQL | * R * ERWIN / ER Studio * Leankit/ Jira |   **Functional Domain Expertise**   |  |  |  | | --- | --- | --- | | * Regulatory Reporting * Performance Management * Customer Behavior Analysis * Customer Relationship Management | * Lead and Campaign Management * Credit Risk and creditworthiness * Customer Churn Analysis * Customer Spend Pattern | * Transactional Analysis * GEO SPATIAL Analysis * Digital Marketing * Telecommunications |   **Professional Experience**   |  |  |  |  | | --- | --- | --- | --- | | **Business Intelligence Analyst** | **06.2019-till date** | **VIAFON GmbH** |  |   **VIAFON is a proactive partner for the development and realization of additional sales and more quality in customer contact. My role is to develop data warehouse from multiple source of data and design visualizations for stakeholders.**   * Prepare BI roadmap, define data model for data vault and reporting schema, outline approach for data lake and data governance * Setup project board for Agile development, prepare technical approach documents for data engineers, conduct weekly standups and internal project meetings to get status updates, understand and resolve challenges * Understand business case, define KPI’s and outline logic with stakeholders. Define standardized approach to maintain single version of truth in DWH and across departments * Train and guide users to promote data driven approach and promote self-service BI culture in the company * Setup weekly meetings with departments, created Project board in JIRA for each department to record and track user stories | |

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| |  |  |  |  | | --- | --- | --- | --- | | **Business & Data Analyst** | **07.2018-01.2019** | **Vodafone India Services Pvt. Ltd.** |  |   **VISPL is the shared services arm for Vodafone Worldwide on Business Intelligence and Analytics. My role was to support Vodafone Germany BI team on data analytics and visualization from offshore ODC.**   * Hosted weekly meetings with stakeholders to discuss upcoming requirements, on-going projects status report, highlight challenges, risk and brainstorm possible solutions * Developed BI roadmap and guided BI team to implement scalable, robust self-service BI platform to empower departments to analyze data. Enforced data governance and data driven approach to reduce guesswork * Followed Kanban methodologies to revamp development lifecycle. Created Kanban board in Jira to effectively log Epic, User Stories, Bug fix and ad hoc analysis requests * Worked with Germany OPCO on Multi Channel Campaign Management project (Implementation of PEGA) * Involved in designing conceptual and logical data model * Designed complex dashboards to capture critical KPI’s to empower users to take important business decisions  |  |  |  |  | | --- | --- | --- | --- | | **Data Visualization Analyst** | **10.2014 -06.2018** | **Dubai Islamic Bank, Dubai (UAE)** |  |   **DIB is the third largest bank in UAE in the region in terms of asset value. My role at DIB was to formulate and facilitate the engineering of multi-dimensional databases, data models, and visualizations to accomplish the strategic goals of Business Intelligence and Analytics and help facilitate decision making by presenting complex data in a focused manner to provide meaningful insight’s to business.**   * Saved 1000+ Man hours by providing actionable & valuable insights by applying data analysis techniques to identify customer profitability and product performance and assessing the effectiveness of marketing campaigns * Analyzed customer consumption patterns based on profile and content characteristics to create robust content strategy, optimize budget allocation and grow engagement on the platform * Developed financial & regulatory reports and interactive dashboards to visualize trends and understand the impact of business change and to monitor key risk indicators * Analyzed credit card transactions to analyze customer’s spend behavior to determine creditworthiness and provide customized offers accordingly * Developed report to capture customer satisfaction score for Customer Service and Consumer Behavior Frequency Analysis  |  |  |  |  | | --- | --- | --- | --- | | **Business Intelligence Consultant** | **05.2012-12.2013** | **Citi Bank, Singapore** | C:\Users\Invincible\Desktop\citi.png |  * Communicate with business users to understand functional requirement and to offer technical expertise and solution to automate manual reports resulting cost saving and improving operation efficiency * Predictive data analysis on Customer Behavior & spend pattern * Designed and implemented an automated solution for 80 regulatory reports which saved 150+ manual hours monthly * SAP HANA POC & implementation, design of complex calculation view to apply business logic  |  |  |  |  | | --- | --- | --- | --- | | **Data warehouse Developer** | **09.2011-04.2012** | **Headstrong, India** | C:\Users\Invincible\Desktop\images.png |  * Designed and developed large metadata driven Data Warehouse capable of handling millions of records from heterogeneous sources * Developed stored procedures to extract, clean, enrich and load data into data warehouse * Developed business layer for reporting and to implement data governance to ensure data should be accessible only on need to know basis  |  |  |  |  | | --- | --- | --- | --- | | **Report/Dashboard Developer** | **07.2010-08.2011** | **United Health Group, India** | Image result for uhg logo |  * Responsible for report development in PC SAS  |  |  |  |  | | --- | --- | --- | --- | | **Report/Dashboard Developer** | **06.2008-10.2010** | **Capgemini, India** |  |  * Prepared technical and functional specs, requirement mapping documents and presentations to demonstrate   application architecture   * Implemented complete SDLC life cycle of SAP Business Objects, started from requirement gathering,   analysis of data model, universe development, report development, scheduling and publishing of reports  in secured location |

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| **Education** | | |
| 06.2005-06.2008 | India | Master of Computer Applications (Computer Science) |
| 07.2002-07.2005 | India | Bachelors Computer Applications (Computer Science) |

**Personal Information**

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| Nationality | Indian |
| Language Proficiency | English (Fluent Written & Spoken), German (Basic) |