Samuel Jebasingh Dhanasingh

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PROFESSIONAL SUMMARY

Results-driven Business Data Analyst with a postgraduate diploma in Business Analytics and Project Management and **2+ years** of experience at **Infosys**. Skilled in **Microsoft Azure** cloud technologies, data analysis, and business intelligence using **Power BI, SQL Server, and Excel**. I am familiar with ETL processes and have experience collaborating with data engineering teams to ensure accurate data transformation in **Azure Data Factory**. Adept at translating complex datasets into actionable insights, maintaining data compliance, and driving strategic decision-making. Proficient in leveraging **Azure services** to optimize reporting and analytics workflows, contributing to cross-functional team success.

WORK EXPERIENCE

Infosys Limited   **January 2022 – July 2022**
Senior Systems Engineer | Business Data Analyst
- Developed advanced sales analysis models to evaluate KPIs such as **merchandise sales** and **performance by category, album sales by region,** and **concert ticket sales by venue**, driving data-informed sales strategies.
- Analyzed streaming data from platforms like **Spotify, Apple Music,** and **YouTube**, monitoring KPIs such as **total streams, unique listeners, geographic trends,** and **artist popularity rankings**.
- Enhanced marketing analytics by leveraging tools like **Google Analytics, Power BI,** and **Azure SQL Databases**, visualizing campaign performance and tracking KPIs such as **click-through rates (CTR) and conversion rates**.
- Provided input on **data modeling** and **data transformation** requirements for pipeline development in **Azure Synapse Analytics**, aligning outputs with Power BI dashboards for seamless reporting.
- Utilized **Azure Blob Storage** to manage large datasets for streaming and sales data workflows.
- Collaborated with marketing, sales, and artist relations teams to deliver actionable insights, leading to a **15% increase in ticket sales** for underperforming artists' tours.

Infosys Limited   **November 2019 – December 2021**
Systems Engineer | Business Data Analyst
- Supported data extraction, cleaning, and preparation for **streaming platforms**, leveraging **Azure SQL** and **Azure Data Factory** to unify datasets for data reporting.
- Conducted sales data analysis, including **album sales trends, merchandise sales performance,** and **ticket sales**, ensuring accurate and actionable insights for stakeholders.
- Built **Power BI dashboards** to visualize KPIs such as **top-performing albums by month, merchandise revenue by product type,** and **ticket sales conversion rates**.
- Collaborated with marketing and sales teams to identify trends, improving campaign targeting and contributing to a **10% boost in merchandise sales** for new artist campaigns.
- Implemented **GDPR-compliant cookie policies** across artist websites, ensuring accurate data tracking while maintaining **user data privacy compliance**

EDUCATION

Conestoga College Institute of Technology and Advanced Learning   Ontario, Canada
Post Graduate Diploma | Major in Business Analytics and Project Management

Anna University   Tamil Nadu, Chennai
Bachelor of Engineering | Major in Electrical and Electronics

SKILLS

- **Data Analytics & BI Tools:** Power BI, Excel, Microsoft SSRS, Tableau, Microsoft Office (Advanced)
- **Programming Languages:** Python (Pandas, NumPy, Matplotlib), SQL, JavaScript, Jupyter
- **Cloud Platforms:** Microsoft Azure (Azure SQL, Azure Data Factory, Azure Synapse Analytics), SAP
- **Interpersonal Skills**: Data Storytelling, Stakeholder communication, Analytical thinking, Problem-solving