Ruchita Shah

# Professional Summary:

* 9+ years of experience in design, analysis, development, and implementation of various applications using BI tools such as Tableau, Alteryx, Power-BI, MS Suite (ETL - SSIS, SSAS, SSRS), SAP Business Objects4.0, XI-R3.1/R2/6.x with Info view, Web Intelligence, Data Integrator & Quality
* Experience in Data Warehousing and Business Intelligence area in various domains.
* Strong hands-on experience implementing dashboard, data visualizations and analytics using tableau desktop and server.
* Exclusive Experience in developing custom Microsoft Power BI dashboards, visualizations, and interfaces with Microsoft SSRS to deliver meaningful and actionable insights.
* Created tableau scorecards, dashboards using stack bars, bar graphs, scatter plots geographical maps, Gantt charts using “Show me” functionality.
* Good hands-on experience in designing dashboards with large data volumes (SQL Server, Oracle, Excel files)
* Experienced in Analyzing the BI needs, Interpreting BRDs and translating them into reports.
* experience with various Software Development Methodologies such as Agile, SCRUM, Waterfall, etc.
* experience in building, writing, and executing test cases using technologies such as JIRA and balsamic wire frames.
* Good interaction with clients in understanding the business application, data flow and relations.
* Excellent DAX skills and the ability to create and troubleshoot complex calculations and measures.
* Good understanding of technical trends and highly motivated to know more about the latest analytical technology, software, and products.
* Excellent communication, interpersonal, training, analytical and technical skills.
* Good ability to manage multiple tasks and meet deadlines.

# Academics & Certifications:

* Master’s in Business Analytics from Rochester Institute of Technology, Rochester, NY.
* Bachelor of Engineering in Information Technology, University of Mumbai.
* Tableau desktop Certified Professional.
* Introduction to Spark SQL and DataFrames.

# Professional Training:

* Financial Forecasting with Big Data.
* Integrating Tableau and R for Data Science.

# Professional Experience:

# SQL and Tableau Developer

# Client: S&P Global (NYC)

# March 2022 – Present

# Responsibilities:

* Developed Tableau dashboards and maintained functional reports based on user requirements.
* Mastered the ability to design and deploy rich graphic Visualizations with drill down and drop-down menu option using parameters in tableau.
* Involved in creating database objects like tables, views, procedures, triggers, functions using Oracle SQL to provide definition and structure to maintain data efficiently.
* Worked extensively with advanced analysis actions, calculations, parameters, background images, maps, trend lines, statistics, and table calculations.
* Majorly worked on custom SQLs to support business requirements.
* Utilized tableau server to publish and share reports with the business users Managed various tickets for Power BI scheduled reports & dashboards for the end users.
* Performed Admin tasks like monitoring Power BI Services, giving users access to reports & dashboards etc.
* Some daily admin tasks included scheduling of reports or dashboards going smoothly to end-users, fixing it if not sent for a particular time- emailing them separately for that time.
* Edited the existing Power BI Reports, to add new prompts for the reports by changing the front-end scripts and SQL queries.
* Responsible for creating calculated fields, combined field, bins, sets, and hierarchy using tableau desktop.
* Responsible for creating wire frames and developing tableau story based on it.
* Worked on pagination on every individual dashboard using parameters and calculated fields.
* Applied analytics and reporting tools to articulate metrics, insights, and opportunities for product enhancement and optimization, leveraging Azure Analytics and Google Cloud Monitoring, among others.
* Led initiatives leveraging specific Azure and GCP services such as Azure Virtual Machines, Azure SQL Database, Google Compute Engine, and Google Big Query, among others, to address diverse customer requirements and optimize reports.

# SQL Developer / Business Analyst

# Client: T. Rowe Price, Baltimore, MD

# Sept 2019 – Nov 2020

**Responsibilities:**

* Developed SQL queries to fetch complex data from various tables in remote databases using joins.
* Helped client with migrating original databases to new internal storage and visualize the data using tableau and SQL.
* Performed Impact Analysis of the changes made to the existing mappings and provided feedback.
* Implemented ROW LEVEL SECURITY (RLS) as part of security in Power BI.
* Create dynamic Calendar Date Tables in Power Query to perform time intelligence analysis.
* Automate and optimize business processes whenever possible to eliminate manual steps.
* Predicted the level of fraud risk, developed policies and procedures used to evaluate and control fraud risk, and analyzed the potential profit/loss impact on the assigned product line of changes in risk management strategies.
* Collaborated with stakeholders throughout the client’s business to ensure that a comprehensive set of requirements is gathered, demonstrating a full understanding of business processes aligned to business objectives.
* Developed Tableau dashboards to depict KPI's based on revenue, budget, forecast & projections for more than one hundred email recipients.
* Implemented deployment and scheduling workflows in Tableau Server and MS SQL Server and scrapped customer data in python.
* Improved efficiency of the business process by two hours per week thus reducing total expenses by
* $100K using R and Tableau.

# Graduate Research Assistant (SQL Assistant)

# Rochester Institute of Technology, NY

**On-site**

# Sept 2018 - Aug 2019

**Responsibilities:**

* Worked as a SQL Server Developer to ensure proper design and implementation of database systems.
* Assisted in preparing project plans using project management tools.
* Assisted in designing and development of technical architecture, requirements, and statistical models.
* Coordinated with end users for designing and implementation of analytics solutions as per project proposals.
* Prepared scripts to ensure proper data access, manipulation and reporting functions with MySQL server and R programming languages.
* Formulated procedures for integration of R programming plans with data sources and delivery systems.
* Provided technical assistance for development and execution of test plans and cases as per requirements.
* Supported technical team members in development of automated processes for data extraction and analysis.
* Participated in learning techniques for statistical analysis projects, algorithms, and new methods.
* Prepared detailed technical documentation such as workflows, scripts, and diagrams in coordination with research scientists.
* Analyzed patient appointment data using correlation to determine demographics and the root cause of their illness in Excel.
* Exercised Naïve Bayes Theorem for Confusion Matrix and Topic Modelling with LDA and TF-IDF for stemming using R.
* Performed logistic regression was performed to predict attrition by 84% and information impacting retention by multivariate analysis.

**Partner Support Representative, Uber, Mumbai, India**

**Dec 2015 - May 2016**

* Streamlined customer service processes by integrating 'WhatsApp for Business' into the support system, enhancing accessibility and responsiveness.
* Conducted thorough analysis and planning to ensure seamless execution of the 'Airport Project' in partnership with Mumbai International Airport
* Implemented innovative strategies to optimize traffic flow and enhance customer experience at designated pick up and parking spots.
* Utilized data-driven insights to identify and address pain points in the airport transportation system, resulting in significant improvements in efficiency and satisfaction.
* Leveraged effective communication channels to promote awareness and adoption of the new pick up and parking arrangements among airports users.
* Collaborated closely with stakeholders to address any challenges or concerns and ensure the smooth implementation of project initiatives.

**Junior Analyst, dStatistika Technologies, Mumbai, India June 2014 - Nov 2015**

* Designed and administered surveys to evaluate the effectiveness of nano and macro-influencers, employing tools such as Qualtrics and Google Analytics for comprehensive analysis.
* Employed Python programming language to conduct an in-depth analysis of customer acquisition strategies employed by various cosmetic companies, considering factors such as cost and product quality.
* Utilized R programming language to create insightful visualizations of social media data from platforms like Facebook Insights and Instagram Analytics, enabling better understanding and interpretation of engagement metrics.
* Developed and implemented advanced algorithms to assess the impact of influencer marketing campaigns on brand awareness and customer engagement.
* Conducted A/B testing to compare the performance of different marketing strategies and identify the most effective approaches for maximizing ROI.
* Collaborated with cross-functional teams to integrate data analysis findings into actionable insights and strategic decision-making processes.
* Stayed abreast of industry trends and emerging technologies in data analysis and visualization to continuously enhance analytical capabilities and drive innovation.