

SELVAM S | Business Data Analyst

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Portfolio: <https://public.tableau.com/profile/selvam8328#!/>

Professional Summary

Business data analyst with 2+ years of experience in Tableau & BI reporting. Have extensive experience in sourcing, processing, managing, and distributing business-driven and actionable visual reports for key stakeholders in Entertainment media domain within data centred environments.

Areas of expertise include:

- Data Analytics
- Data Visualisation
- Client Relationship
- Problem Solving
- Data Modelling
- Design & Development
- Dashboards
- Project Management
- Story Telling
- SQL Server
- Data Warehousing
- Requirement Gathering
- Performance Tuning
- Business Intelligence
- Reporting Analytics

Core Skills

BI Tools:	Tableau Desktop, Tableau Server, MS Excel, Power BI, Qlik Sense
Databases:	Oracle 11g/10g/9i, MS SQL Server, MS Access
Languages:	SQL, Python, HTML, CSS
Applications:	MS Word, MS Excel, MS Outlook, PowerPoint, JIRA, Skype
Operating Systems:	Windows, Linux, MAC

Work Experience

Junior Authoring Engineer (Tableau Developer | Data Analysis | Project Management)

Deluxe Entertainment India Pvt Ltd

Jan 2018 – Mar 2020

Responsible for creating and publishing Tableau reports as well as conducting data analysis using various data sources. Work with an internal team to gather and Analyse report requirements, build client and LOB-specific Tableau dashboards, and assist in Identifying and maintaining data governance policies across deluxe systems.

Key contributions:

- Performed extensive GAP analysis in the project as there were numerous 'As-Is' and 'To-Be' conditions.
- Involved in creating database objects like tables, views, procedures, triggers, and functions using T-SQL to provide definition, structure and to maintain data efficiently.
- Building, publishing customized interactive reports and dashboards, report scheduling using Tableau server.
- Created action filters, parameters and calculated sets for preparing dashboards and worksheets in Tableau.
- Developed Tableau workbooks from multiple data sources using Data Blending.
- Provided 24/7-production support for Tableau users.

Quality Assurance Engineer

Deluxe Entertainment India Pvt Ltd

Feb 2015 – Jan 2018

This role is responsible to perform 100% linear watch-through for Audio, Video, & Subtitle content for a variety of clients and formats and ensure that these assets are free of any errors. Carry out menu quality testing and functionality logic testing for a variety of clients. Report and document issues found using project-related checklists and internal database.

Key Contributions:

- Played a key role in shipping hundreds of Blu-ray and DVD Discs to various clients such as Disney, FOX, HBO, Netflix by strictly following the SOPs.
- Produced 100% error free discs on various Hollywood movies/series titles, thus increased the sales of the company by 20%.
- Effectively coordinated with leads, scheduling coordinator, offloading units and associated departments regarding issues related to the project. Thus, helped the team deliver the projects on time and increased productivity.
- Trained and supported over 30 new team members and actively participated in learning and educating the team on various levels.

Professional Skills

- Excellent analytical skills to analyse business needs
- Problem-solving skills to resolve the issues that appear during development
- Good written and communication skills
- Excellent team building skills
- Good knowledge of handling databases and proficiency in SQL
- Expertise in handling all Tableau products (Desktop, Public, Server, Online, and Reader)

Certifications and Awards

- Tableau Desktop 10 Certification from Intellipaat
- MySQL/SQL for Data Analytics and Business Intelligence from Udemy
- The Complete Business Intelligence course from Udemy covering statistics, SQL, Tableau and Python
- Oscar Award for Exceptional Customer Service and Project Management

Education

B.E in Computer Science and Engineering

2010 - 2014

The Oxford College of Engineering, Bengaluru