

# CHRIS DMELLO

## Data Analyst

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📍 London

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## SUMMARY

I am a data analytics professional with a proven track record in leveraging SQL, Python, Power BI, and Tableau to deliver impactful insights, optimize reporting processes, and enhance customer engagement. I excel at extracting, transforming, and structuring data to meet KPI requirements under tight deadlines. I am seeking to apply my expertise in data analysis to drive business success and open new avenues for impactful collaboration.

## EXPERIENCE

### Data Analyst

#### Credence Analytics (Kotak Mahindra Bank)

⌚ 02/2021 - 07/2021   📍 London

- Build dashboards and reports in Power BI to gain insights and analyze key performance indicators (**KPIs**) for **ERP** and **CRM** goals and objectives.
- Gathering business requirements by collecting, documenting, and verifying key business needs by communicating efficiently with the client for product development.
- Increased customer engagement by **50%** and recovered **30%** by building an **RFM** segmentation model and analyzing clv to categorise customers. Reduced daily processing time by **60%** by creating **views** and stored procedures for efficient data extraction.
- Maintained a **90%** data accuracy standard by handling database management, governance, and integrity.
- Optimized **data-driven decision-making** by generating insights, analyzing trends, designing pipelines, and performing **ETL** processes.
- I worked in an **agile** environment to perform SDLC in Redmine, collaborating with cross-functional teams to develop, implement, and deliver client requirements.
- Successfully developed, tested, and implemented three projects under tight deadlines, moving from development Dev to SIT, UAT, and prod-live client-side deployment.
- Assisted the project manager in delivering key project deliverables, Collaborated with the project manager to formulate project and task plans.

## PROJECTS

### Finance Sales Insights

⌚ 10/2023   📍 London

- Build a dashboard in Power BI to understand Atliq hardware goods sales trends.
- Data Collection, Preparation and data Modelling were done to improve the reporting process.
- Loaded and visualized data with Power BI to identify key performance indicators (KPI).
- The final dashboard was effective at displaying sales trends and help increase revenue by at least 7%.

### Cricket Data Analytics

⌚ 09/2023   📍 London

- Created a Power BI report to identify the top 11 players for a T20 cricket team.
- Scrapped data from ESPN Cricinfo cleaned and transformed data using pandas.
- Analyzed the dashboard to categorize players (openers, middle order etc.) to ultimately choose the top 11 to play the match.
- Selected teams using the power bi dashboard have a 90% chance of winning the game.

## SKILLS

### Technical Skills :-

SQL	Python	Power BI	Tableau
Excel	Pandas	Matplotlib	Numpy
Seaborn	Dax	R	Statistics
Snowflake	GCP		

### Competencies :-

Data Visualization	Data Warehousing
Agile	Data Cleaning
Machine Learning	Business Intelligence

## EDUCATION

### MSc in Business Intelligence and Data Analytics

#### University of Westminster

⌚ 01/2022 - 03/2023   📍 London

### Bachelor of Information Technology

#### St Francis Institute of Technology

⌚ 06/2017 - 10/2020

## COURSES AND CERTIFICATE

### First Prize in university project competition.

### SQL for Data Science

### Google Data Analytics Professional Certificate