

# SUDHARSAN

+91-9600200988 | sudar9600@gmail.com | Tamil Nadu, India

[LinkedIn](#) | [GitHub](#)

## Data Analyst | Business Intelligence | SQL & Power BI Specialist

### PROFESSIONAL SUMMARY

Results-driven Data Analyst and Data Engineer with 2.5+ years in data technologies, ETL, and business intelligence. Skilled in python SQL, Python, Alteryx, Power BI, and Tableau with expertise in KPI reporting, data visualization, and data modelling. Proven record of delivering insights that drive strategic decision-making and business growth

### CORE COMPETENCIES

Power BI, Tableau,

Python ,SQL (T-SQL)

Data Visualization & Reporting

Azure Synapse, Azure Data Lake,

Data Warehousing & ETL Development Data Modelling & Query Optimization

### EXPERIENCE

- Performed advanced **Data extraction** and **transformation** using **Alteryx Designer**, **T-SQL**, and **Excel lookups** to clean and reshape large multi-source datasets, improving **data accuracy by 25%** and reducing manual effort by 30%.
- Developed Power BI dashboards integrating CRM, Azure Data Lake, and Azure Synapse Analytics, applying DAX and data modelling to deliver real-time KPIs, increasing operational efficiency by 40%.
- Leveraged Azure Synapse Analytics and Azure Data Lake to run optimized SQL queries, perform aggregations, and manage high-volume CSV/JSON datasets, cutting query times by 40%.
- Designed occasion-based analytics for PepsiCo, identifying product pairings and cross-selling opportunities between beverages and snacks, boosting campaign engagement by 15%.
- Implemented Power BI Service features (RLS, scheduled refreshes, stakeholder views) and delivered executive presentations with actionable insights that improved decision-making and supported measurable business growth

### SKILLS

**Languages:** Python, SQL (T-SQL)

**Developer Tools:** VS Code, Alteryx Designer, Excel

**Technologies & Frameworks:** REST APIs, T-SQL, Data Modelling, Data Transformation, Data Analysis, Data Mining, ETL Pipelines, Cloud Computing, Big Data, Data Warehousing, Query Optimization, High-Volume Data

**BI & Analytics Tools:** Power BI (Dashboarding, DAX, Visualization, Reporting), Tableau, Excel, Azure Databricks, Azure Synapse Analytics

**Cloud Platforms:** Azure Data Lake, Azure Synapse Analytics, Azure Power BI Service

## PROJECTS

**COURSE5INTELLIGENCE** - Bangalore, Karnataka

**July 2022 - Jan 2025**

### Sales Trends & Customer Loyalty Dashboard

**Tools:** Alteryx, Internal CRM, Power BI, DAX, ETL, Data Cleansing

- Automated daily data extraction, transformation, and loading (**ETL**) using **Alteryx workflows**, ensuring up-to-date sales data in the CRM for real-time reporting.
- Developed and maintained **interactive Power BI dashboards** integrating CRM data to track daily sales trends, product performance, and customer loyalty metrics.
- Applied **DAX measures, calculated columns, and data modeling** techniques to deliver accurate KPIs and actionable insights.
- Performed weekly **CRM data cleansing, Deduplication, and validation** to improve data quality and reporting accuracy.
- Partnered with sales and marketing teams to translate analytical findings into **data-driven business strategies**, improving retention campaigns and sales forecasting accuracy

### Occasion Analysis Dashboard

**Tools:** Azure Data Lake, Azure Synapse Analytics, Power BI, DAX, SQL, CSV/JSON Data Sources

- Processed large, multi-format datasets (**CSV, JSON**) from **Azure Data Lake** using **Azure Synapse** and optimized them with **SQL queries** for faster reporting.
- Designed and deployed an **interactive Power BI dashboard** analyzing **consumption patterns** across various **occasions** and **product pairings**.
- Applied **data modelling, relationships**, and advanced **DAX calculations** to identify trends in **beverage** and **snack consumption**.
- Created **KPIs** to measure **Cross-selling opportunities** between **soft drinks, chips, and snacks**, supporting **targeted marketing initiatives**.
- Published dashboards via **Power BI Service** with **scheduled refreshes** and **row-level security (RLS)** for secure **stakeholder access**.

## EDUCATION

**Sri Krishna Adhitya College of Arts and Science**

**June 2019– July 2022**

Bsc CT- Bachelor of Science in Computer Technology

Coimbatore, TamilNadu

**Srm University**

**Jan 2023– Jan 2025**

MCA- Master of Computer Applications

Chennai, TamilNadu

## CERTIFICATION

- Udemy Become a Data engineer Certificate
- Data Analytics and Visualization Job Simulation by Accenture
- Hacker rank Python basic
- Hacker rank Sql Intermediate