

SUSITHA A

Business Analyst

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EXPERIENCE

Deloitte (USI) Consulting Private Limited – Hyderabad

January 2023 - Present

Data analyst

- Spearheaded a project that **automated data visualization processes using Power BI and Tableau**, leading to a 40% reduction in man-hours weekly
- Conceptualized and **developed 50+ distinctive dashboards** for management, streamlining decision-making with real-time insights
- **Mentored a team of junior Power BI developers**, resulting in increased project output by 30%
- Leveraged **SQL & Python to cleanse, aggregate & integrate complex multiformat data** sets from diverse sources adding to the robustness of visualizations
- Skilled in using **Excel pivot tables and macros to automate tasks**, saving up to 5 hours of work each week
- **Designed and implemented monthly KPI reports**, improving process visibility by 25% and boosting stakeholder satisfaction scores by 30%, enabling data-driven decision-making and enhancing operational efficiency
- **Automated monthly spend reporting processes**, delivering real-time insights to leadership and saving 20+ hours monthly by eliminating manual tasks and reducing errors
- Applied **advanced Excel functionalities (e.g., LOOKUP functions, Pivot Tables, and complex formulas) to analyze datasets**, reducing report generation time by 30%
- **Instituted a Power BI training program for clients**, increasing client retention rate by 30%
- **Crafted data models** that met the company's complex reporting needs, ensuring data reliability and accessibility
- Incorporated **analytics-driven approach** to client recommendations, resulting in an average improvement of 25% in client KPIs
- **Optimized data flow and cleansing using ETL tools**, heightening the speed of insights by 30%

EDUCATION

- **Bachelor of Technology (B.Tech) - Information Technology** August 2018 – May 2022 | CGPA: 9.18
Coimbatore Institute of Technology, Coimbatore
- **Higher Secondary Certificate (HSC)** June 2016 – May 2018 | Score: 96%
SRV Hi-Tech Matric. Higher Secondary School, Namakkal
- **Secondary School Leaving Certificate (SSLC)** March 2015 – May 2016 | Score: 99%
Vaigai Matric. Higher Secondary School, Salem

SKILLS

Data Visualization: Power BI, Tableau, QlikView, QlikSense, Excel, Power Point

Programming and other tools: SQL, Python, Java, ServiceNow, Microsoft Visio

Hard and Soft skills: Data Interpretation, Data modelling, Critical thinking, Attention to detail, Team work

AWARDS AND ACHIEVEMENTS

- Achieved third rank in the district-level SSLC examination, scoring 99%
- Received 5 Spot Awards at Deloitte for consistent high performance
- Selected as one of the top 100 professionals from 14,000 nominees for project contributions

CERTIFICATION

- Oracle Cloud Infrastructure - Certified AI Foundations Associate

PRESENTATION AND PUBLICATIONS

- Featured speaker for the Student Webinar Series hosted by the Computer Society of India (CSI) on '**Deep Learning Insights from Neural Networks**'.
- Published research paper titled '**Static and Dynamic Hand Gesture Recognition for Indian Sign Language**' at the International Conference on Machine Learning and Big Data Analytics (ICMLBDA 2021), Springer.