

# RAVI SHARMA

Seeking opportunities in data analytics and data engineering across various industries, leveraging expertise in business intelligence strategies, data interpretation, dashboard development, data transformation and visualization.



## Profile Summary

- With over 12 years of experience in data analytics, specializing in Excel, AWS Redshift, MS SQL Server, Python, ETL tools, Snowflake, Tableau, and Power BI for data extraction, transformation, and dashboard development in diverse industries.
- Leading the delivery of Tableau and Power BI Dashboards to departments across Asia in the role of Sr. Data Analyst at Lexis Nexis.
- Mastered business intelligence strategies, data modeling, and warehousing techniques, emphasizing effective management and financial reporting in diverse projects.
- Acknowledged for creating sought-after automated reports on Tableau, leading to increased efficiency and data accessibility.
- Proficient in leveraging advanced data analytics tools such as Redshift, Python, snowflake and ETL tools to streamline data extraction, transformation, and visualization processes, enhancing operational efficiency and decision-making capabilities across diverse industries.
- Achieved an increase in dashboard user engagement by delivering interactive and insightful Tableau and Power BI Dashboards to departments across Asia, resulting in improved data-driven decision-making.
- Proficient in extracting, analyzing, and interpreting complex datasets to identify trends, patterns, and correlations.
- Experienced in collaborating with internal analytics teams for technical reviews and development estimates, ensuring alignment with project goals and timelines.

## Professional Experience

April'2022 – Mar'2024, with Lexis Nexis, Gurugram as Sr. Data Analyst.

### Key Result Areas:

- Developed and delivered 18 distinct Tableau and Power BI Dashboards to various departments within Lexis Nexis Asia, covering regions such as China, Japan, India, Korea, Malaysia, Singapore, and Hong Kong.
- Took charge of data gathering, comprehending team requirements, performing ETL processes, developing the Dashboards, and delivering them to the respective teams.
- Utilized a range of tools including Redshift, Talend, PL SQL, Python, Power BI, Tableau, and Ops wise.
- Collaborated with the Data Warehousing team, demonstrating proficiency in Warehousing Concepts.

### Key Projects Managed at Lexis Nexis:

#### Customer 360 Dashboard for Asia:

- Developed a comprehensive dashboard offering a 360-degree view of customer information.
- Included details on agreements, customer activity on subscribed products, risk assessment, - revenue generation, sales representative performance, and document accessibility.

#### Asia Open Pool Report:

- Created a dashboard to provide real-time updates on the status of the latest business opportunities across Asia.

#### Fulfillment Report:

- Designed a dashboard to facilitate the tracking of quotes, orders, agreements, and activities for the fulfillment team.

#### Lead and Marketing Dashboard for Asia:

- Developed a dashboard to assist the marketing team in understanding the customer journey from campaign initiation to lead generation and eventual agreement finalization.

## Core Competencies

- Business Intelligence Strategies
- Data Analytics Roadmap
- Data Interpretation
- Dashboard Development
- Data Transformation
- Data Visualization
- Financial Analysis
- Project Management
- Stakeholder Management
- Risk Assessment
- Market Research
- Operational Excellence

## Soft Skills

Communicator

Problem Solving & Critical Thinker

Motivator & Analytical

## Career Timeline

2022-2024	Lexis Nexis, Gurugram as Sr. Data Analyst/Sr. Data Engineer
2021-2022	Agreeya Solutions India Private Limited, Noida as Lead Data Analyst and Tableau Dashboard Developer
2018-2021	SBI Cards, Gurugram as Assistant Manager in MIS Reporting and Data Analysis
2017-2018	TMF Group, Gurugram as Senior Reporting Analyst
2015-2016	ELI India, Faridabad as Reporting Analyst

## Technical Skills

July’2021 – Mar’2022 with Agreeya Solutions India Private Limited, Noida as Lead Data Analyst and Tableau Dashboard Developer

Key Result Areas:

- Developed and delivered four Tableau Dashboards and two Power BI Dashboards to the client.
- Created Tableau and Power BI Dashboards for sales, financial, marketing, and logistics purposes.
- Gathered data, understood client requirements, developed the dashboards, and delivered them to the client.
- Utilized Microsoft Excel, Python, Power BI, and Tableau for dashboard development.

Key Projects managed at Agreeya Solutions India Private Limited:

Order Forecast Report

- Developed a comprehensive order forecasting tool leveraging historical data and user-defined parameters to predict future orders and revenue accurately.

Sales Representative Bonus Report

- Designed and implemented a bonus reporting system enabling managers, team leaders, and sales representatives to track and assess bonuses based on performance metrics.
- Implemented row-level security measures to ensure data confidentiality and integrity within the report.

Jul’2018 – Feb’2021 with SBI Cards, Gurugram as Assistant Manager in MIS Reporting and Data Analysis

Key Result Areas:

- Effectively led a team responsible for weekly, monthly, quarterly, and yearly collection, sales, and administration reporting, as well as data analysis.

Key Projects Managed at SBI Cards:

Prospect Identification for Newly Launched Credit Cards

- Conducted weekly and monthly analysis of customer spending across various services to identify potential customers for the newly launched credit cards.
- Analyzed spending patterns of existing customers to target potential prospects effectively.
- Developed Tableau visualizations and dashboards for enhanced data visualization.
- Utilized tools such as Excel, SQL, and Tableau for data analysis and reporting.

Fraud Risk Management

- Spearheaded the implementation of fraud strategies and various fraud detection tools.
- Provided comprehensive fraud analysis to support decision-making processes across the organization.
- Monitored fraud customer experience and trends, and devised countermeasures to mitigate risks.
- Offered direction and prioritization for the team, collaborating closely with internal fraud partners, business units, and external vendors.
- Provided leadership, coaching, and consultation on fraud/loss policies, procedures, and initiatives.
- Led the development of analytical tools for managing common points of compromise testing and usage identification.
- Leveraged tools such as Excel, SQL, and Tableau for data analysis and reporting.

Previous Work Experience

Feb’2017-Feb’2018 with TMF Group, Gurugram as Senior Reporting Analyst

Sep’2015-Dec’2016 with ELI India, Faridabad as Reporting Analyst

Nov’2014-Aug’2015 with EXL Services Pvt. Ltd., Noida as Associate Financial Analyst

Mar’2014-Oct’2014 with Tata Consultancy Services Ltd., Gurugram as Reporting Analyst

Apr’2012-Mar’2014 with Tech Mahindra Ltd., Noida as Reporting Analyst.

- Excel
- Power BI
- Tableau
- SQL
- Python
- ETL Tools
- AWS Redshift
- Snowflake
- MS SQL Server
- Talend
- Azure DevOps

Education

- B.Com. from Delhi University in 2011
- Cleared CPT from ICAI in 2008

Certification & Award

- Successfully completed the Process Excellence and Certified Automation Professional examination organized by Lexis Nexis in partnership with Cape University.
- Recognized for developing a highly sought-after automated report using Tableau at Lexis Nexis.
- Achieved State Level recognition as a Table Tennis player from Maharashtra.

Personal Details

- Date of Birth: 10<sup>th</sup> October, 1989
- Languages Known: English & Hindi