

VISHAKH SOMAYAJI

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ABOUT ME

Business Analyst with a professional experience of 3 years in SaaS and B2B operations. Experienced in extracting actionable insights from large datasets and presenting findings through advanced visualization tools like Tableau and Power BI. Proficient in ETL processes, data modeling, and Agile methodologies, with a strong track record of leading project deliverables, gathering business requirements and enhancing stakeholder collaboration.

SKILLS

Database/Server	MySQL SQL Server SSIS PostgreSQL
Programming Languages	Python SQL VBA
Frameworks & Libraries	Numpy Pandas Scikit-learn Seaborn Matplotlib
BI & Statistical Tools	Microsoft Excel (Advanced) Power BI DAX/Power Query Tableau
Modelling & Analysis	Machine Learning Predictive Analysis Regression Classification Clustering

EXPERIENCE

Business Analyst Advanced Structures India	Jan 2020 - May 2022 <i>Bengaluru, India</i>
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- Cleaned and analyzed the Bill of Materials (BOM) generated through benchmarking activities via MS Excel to find potential areas of cost optimization.
- Utilized advanced Excel functions (VLOOKUP, INDEX/MATCH) to consolidate and analyze large datasets, enhancing data accuracy and efficiency in reporting.
- Developed and maintained Excel macros for automating 12 repetitive tasks, significantly reducing manual data processing time.
- Orchestrated ETL pipelines and managed data warehousing solutions using SQL Server, enhancing real-time data integration for BI reporting.
- Created database objects such as tables, views, stored procedures & triggers for Ad Hoc analysis and reporting.
- Managed and optimized BI tools and repositories, including the development of 40+ custom Power BI dashboards and DAX queries for 4 clients.
- Developed business intelligence solutions and dashboards using Tableau utilizing parameters, calculated fields, user filters and action filters.
- Implemented data quality monitoring practices, significantly reducing errors by 10% and improving overall data reliability for strategic initiatives.
- Spearheaded the end-to-end design and UAT of "xcPEP", an in-house analytics software, leading to a 15% increase in data processing efficiency across the organization.
- Presented quarterly performance insights to internal stakeholders, using data visualizations that led to strategic shifts in marketing techniques, increasing customer engagement by 20%.
- Utilized JIRA for planning and prioritizing projects, resource allocation, and tracking timelines.

Business Development Executive RGSBI	Jun 2019 - Dec 2019 <i>Bengaluru, India</i>
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- Managed a CRM database, ensuring the accuracy and integrity of business data, which supported successful sales and marketing campaigns.
- Enhanced Engineering Design & Quality services business growth for the US & European markets.

EDUCATION

Masters in Business Analytics, Dublin Business School

Sep 2022 - Sep 2023

Grade: 2:1

Coursework: Applied Statistics & Machine Learning | Data Mining | Visualization for Business Intelligence

PROJECTS

Master Thesis - Drivers of Video Virality on YouTube: An EDA Approach

- Conducted an exploratory data analysis of a YouTube viral videos dataset using Python to analyze the impact of features in driving video virality on the platform.
- Investigated key features such as views, comments, likes and descriptive elements.
- Developed and fine-tuned 4 regression models, optimizing for the highest R^2 value to predict virality.
- Identified patterns, outliers and trends in video engagement metrics, providing actionable insights for content creators to optimize video reach and engagement.
- Utilized Power BI to create interactive dashboards, analyzing key metrics and KPIs that drive video virality on the platform.

Scaled Agile Framework Implementation for Agri-Loan Startup

- Developed a theoretical web-based application for Agricultural loan disbursal using Agile Methodology.
- Detailed project requirements, User stories, and Agile roles were developed as part of the implementation process.
- Executed Procurement Strategy, Budget & Quality Plans, and Risk analysis.

ChatGPT Review Analysis

- Implemented a supervised text mining project to construct a text classification model for positive/negative review labeling.
- Generated a 1000-row dataset of product reviews using ChatGPT AI by providing prompts.
- Employed UMAP visualization to segregate similar review clusters.
- Deployed model on an unlabeled 50-row dataset and obtained 87% accuracy in review segmentation.

CERTIFICATIONS

[Power BI Desktop for Business Intelligence](#) | [Operations Analytics](#)