Dhedeepya P

469-634-0989

PROFESSIONAL SUMMARY

Sr. Data analyst with 7+ years of expertise in data analysis and transformation, seeking a challenging role where I can leverage my skills in reporting, data quality assurance, and process improvement to contribute to organizational success.Throughout my career, I have successfully managed both internal and external projects, working with data in form of sheets to loading that in databases and utilizing data modeling techniques to create dashboards and visualizations for various business platforms, including Banking, Health, Marketing, Sales, Learning, Financial and Business. My achievements in previous roles speak for themselves. I created dashboards that were presented by Google at NEXT 19 and NEXT 20, and Slack uses the sales dashboard I developed daily to track performance. At Acxiom, I implemented the Hub and Spoke methodology to efficiently reuse dashboards without manual work and time-consuming processes. Overall, my expertise, experience, and achievements make me an excellent candidate for any Data analyst or Business intelligence analyst role.

CORE COMPETENCIES / AREAS OF EXPERTISE

*Data Analytics:* **Looker | Tableau | Google looker studio | Google Studio | Google analytics**

*Data and Project Management tools:* **Github | Sharepoint | Servicenow | Jira | Trello | Drift | Tableau Prep|Power BI | Click-up | Lucidchart | Crystal reports |Google Sheets | Excel reporting |** **Google Big-query | Snowflake | Confluence**

 *Programming languages:* **SQL | Lookml | HTML | CSS | SVN**

PROFESSIONAL EXPERIENCE

Acxiom
**Sr Business Intelligence Analyst- Jan 2021 - Present**

* Experienced in designing, installing, configuring, deploying, and tuning BI platforms, tools, and analytic servers.
* Conducted thorough data extraction, inspection, and cleaning from diverse sources, identifying discrepancies and ensuring data accuracy.
* Collaborated with stakeholders to define reporting requirements, delivering visually appealing reports and executive summaries using Looker, Tableau, Power BI.
* Implemented data quality checks, addressing data integrity issues in collaboration with cross-functional teams.
* Collaborated with cross-functional marketing teams, including Brand Media, CRM, Product Marketing, and Acquisition Marketing, to deliver data-driven insights and support decision-making processes.
* Conducted in-depth analyses of user behavior, identifying growth opportunities that improved couple or vendor acquisition and engagement.
* Collaborated closely with business units to understand and define key metrics, contributing to a 20% improvement in reporting accuracy and efficiency.
* Implemented process improvements in data collection and analysis, resulting in a 15% reduction in data processing times and increased data quality.
* Acted as a liaison between technical teams and business stakeholders, ensuring data initiatives aligned with strategic objectives and drove positive outcomes.
* Led advanced analytics projects, including media mix modeling, geographic experimentation, landing page testing, and lifetime value prediction.
* Spearheaded end-to-end projects, from ideation and business alignment to measurement and deployment of insights.
* Defined KPIs, set strategic goals, and designed and analyzed A/B tests to drive data-driven decision-making.
* Effectively communicated and presented results to stakeholders, facilitating data-informed decisions.
* Investigated novel methodologies to continuously improve data analysis techniques.
* Mentored junior team members in analytic and statistical best practices.
* Experienced in complex dashboard report creation, data analytics, and visualization solutions using Looker.
* Skilled in creating Okta verification for Looker user access and managing tables in Google BigQuery and Snowflake.
* Developed logical tables, columns, dimensional hierarchies, and level-based measures for sophisticated data analysis.

Slack
**Business Intelligence Analyst June 2020 - December 2020**

* Experienced in data ingestion from multiple sources using Looker and migrating legacy visualizations to Looker Looks and Dashboards. Proficient in SQL, including Stored Procedures, Dynamic SQL, Joins, and aggregation, ensuring efficient implementation of Looker Best Practices.
* Design and develop Looker-based solutions for both external and internal stakeholders, leveraging SQL and relational and multidimensional database expertise.
* Responsible for designing, building, and supporting data warehouse components, including ETL processes, databases, reports, and reporting environments. Automate ETL processes with error and reconciliation handling.
* Proficient in Data Visualization Tools such as Tableau, Looker, and Tableau Server, creating impactful visualizations to facilitate business understanding of datasets.
* Experience in creating Derived tables and visualizations for improved data comprehension, along with working with Snowflake and GitHub.
* Strong troubleshooting abilities to resolve data issues and effectively liaise with the Data Engineering team to improve data usability.

Google

**Data Analyst- Cambridge, Massachusetts**  **November 2018 - June 2020**

* Experienced Looker expert specializing in creating comprehensive reports and visualizations to support Marketing activities.
* Conduct data trend research to generate marketing ideas and analyze competitive market strategies using Google Cloud Platform user participation data.
* I have hands-on experience in SEO and SEM for marketing, where I've successfully crafted and executed campaigns and events to drive tangible progress in company growth.
* Proficient in maintaining and updating Looker, databases, dashboards, and systems. Developed around 40 dashboards and over 100 looks in Looker for internal and external stakeholders.
* Provide technical support for existing Looker reports and dashboards in addition to BigQuery. Review Google documentation to ensure accurate reporting solutions.
* Utilize Looker, Google Sheets, Google Documents, and Google Analytics for reporting on labs and quests related to marketing activities.
* Expertise in SQL and BigQuery for creating derived tables tailored to project requirements and handling Big Data transformation.

Spro Systems Inc.

**Data Analyst- June 2018 - November 2018**

* Regularly test SQL queries to optimize database performance, addressing any issues promptly to prevent customer impact.
* Proficient in testing and verifying backend database tables using SQL Queries.
* Contribute to data and requirement analysis using Looker, Google Sheets, and Google Analytics tools for project needs.
* Skilled in writing LookML SQL queries to create dimensions, views, and measures.
* Create looks and dashboards using Looker for various clients.
* Experienced in User Acceptance Testing, Smoke Testing, Regression Testing, and Functional Testing.
* Demonstrate leadership and teamwork skills, capable of accomplishing tasks independently with strong analytical and problem-solving abilities in business process mapping and analysis.

Dominion Enterprises

**Data Analyst-** **April 2018 - June 2018**

* Experienced in preparing, manipulating, and managing extensive databases for research purposes, presenting results through tables, graphs, fact sheets, and written reports.
* Proficient in OAuth, Okta/SAML for secure data access and user authentication.
* Created Crystal Report templates and provided training and assistance to team members in using Crystal Reports.
* Advanced data analysis and reporting skills using SQL Server Data Tool (SSRS) and Tableau Desktop.
* Developed various reports in Tableau, including dashboards, charts/graphs, drilldowns, drill-through, sub-reports, and dynamic reports.
* Designed and developed ad hoc reports for different business teams using Excel, Google Docs, Salesforce, and Freshdesk.

Tech Mahindra
**Jr Data Analyst- Jan 2015 - Aug 2016**

* Developed and maintained reports and data products using BI tools such as Tableau and Power BI.
* Developed and maintained comprehensive dashboards and reports using Snowflake and Tableau, significantly improving the executive team's ability to monitor and respond to key performance indicators (KPIs).
* Led cross-functional teams in the identification and alignment of enterprise-wide KPIs, enhancing organizational focus on critical success factors.
* Collaborated with cross-functional teams to define and implement reporting requirements, resulting in visually appealing and insightful reports and dashboards.
* Led the development and maintenance of data visualization solutions to support strategic business initiatives.
* Conducted in-depth data analysis to uncover key business drivers, providing actionable recommendations to senior leadership.
* Identified process improvement opportunities, recommending and implementing enhancements to streamline data flow.
* Proficient in SQL and relational and multidimensional databases, including schema design.
* Handle day-to-day data analysis, visualization, and reporting requirements. Collaborate and coordinate with internal teams for various data needs.
* Worked directly with clients, gathering data, providing dashboard sketches using Lucidchart, and creating custom visualizations

EDUCATION

University of Mary Hardin Baylor - Belton, Texas
**Master of Science in Information Systems**

Anurag Groups of institution - Telangana, India

**Bachelor’s in Computer Science**