

Seasoned data warehousing and Business Intelligence professional with 13 years of experience in both traditional enterprise on-premises technologies and Azure cloud solutions. Proven expertise across various go-to-market domains, including Sales Ops, Marketing, Sales Incentive Design, and Customer Service

HP Inc- Digital Transformation Organization

June-2022 to March 2024

Primary Role- Lead Data Analyst & Functional SME

- Collaborated with cross-functional business teams to anticipate upstream data changes and plan reporting logic across base, distillation, and consumption layers for Integrated Install Base application of all HP products.
- Designed, developed, and maintained enterprise-level Power BI dashboards for Warranty Install Base, Service Install Base, and Financial Install Base using Direct Query-mode data models.
- Led end-to-end dashboard lifecycle: requirement gathering, data modeling, visualization design, performance tuning, and deployment across DEV, ITG, and Production environments.
- Conducted root cause analysis of data discrepancies by writing complex SQL queries and reconciling data across multiple layers and sources.
- Delivered actionable insights through KPIs tracking SKUs under Carepack, Warranty Extensions, Standard Warranty, and Base Warranty, enabling better customer service and revenue analysis.
- Enabled business users to identify patterns in failure rates, return trends, and sales opportunities via intuitive and interactive visual reports.
- Created detailed testing documentation and led validation of KPIs and aggregates during the migration from Hadoop to Azure Cloud.
- Supported data quality analysis by resolving inconsistencies and anomalies in reports in collaboration with business stakeholders.
- Acted as a reporting SME during the transition from Hadoop to Azure, providing sign-off on transformed data across bronze, silver, and golden layers by leading a team of developers and data engineers.
- Designed and maintained Logical and Low-Level Design documentation (LDMs and LLDs) for reporting assets and tracked changes across releases.
- Managed report UAT cycles, facilitated stakeholder feedback sessions, and ensured successful sign-offs for production deployment.
- Worked with analysts and business users to redesign reports and data logic in response to upstream source replacements (e.g., Contract and Carepack domains).
- Led the planning and execution of historical data loads into analytical models, ensuring high data accuracy and completeness.
- Provided ongoing support for Power BI dashboards, addressing ad-hoc reporting needs and data issues raised by business teams.
- Applied Agile methodology using JIRA to manage backlog items, sprint planning, and team collaboration for reporting deliverables.

Technical Skill Sets – Azure SQL Datawarehouse, Hive, ADLS Gen2 file system, Azure SQL (T-SQL), Power BI Reporting, Azure Data Factory, Azure Databricks, DAX

Other Skills : Agile Project Management (JIRA), Business Analysis, Documentation.

HP Inc-Sales Compensation Team

Aug 2018- June 2022

Primary role- BI Lead

- Led the development and implementation of Sales Compensation dashboards and predictive analytics solutions.
- Served as the functional lead for various data science POCs that the team decided to pilot, such as account-level analysis of Quota and Credit, analysis of over-achieving and under-achieving sales reps, and the causes driving these trends.
- Defined KPIs and visualization requirements for SCE Dashboards, especially financial metrics in relation to Sales Incentive data.
- Worked with various Regional Finance teams to onboard Revenue and Margin data into the Sales Compensation data warehouse.
- Gathered backend table details and educated teams on field linkage and modeling for various dashboards.
- Provided column lists and logic for dashboard visualizations to the IT team to drive development.
- Spearheaded the development of a new BI ecosystem in Azure using ADLS Gen2 and Azure Databricks.
- Developed test scripts for UAT, managed testing, and logged defects and change requests in ALM.
- Maintained and developed more than 6 Power BI dashboards for Sales Compensation BC, Managers and various regional teams.
- Managed approximately five dashboards, including data cleansing, data loading, and script changes for SSAS Cube view
- Proficient in ETL processes using SQL Server (T-SQL), Python (Pandas), and QlikView scripting.

- Managed dashboard access through TechDirect and UAM.
- Handled ad-hoc requests and provided insights via PowerPoint and Excel.
- Provide 360 Reporting of Sales Compensation Management across Regions on a weekly and monthly basis.
- Conducted KPI analysis, outlier analysis, fill rate analysis, and bonus analytics through Power BI.
- Addressed dashboard issues, identified sources, and implemented fixes.

Technical Skill Sets – Azure SQL DW, Power BI, SSIS,SSAS, Visual Studio 2019

Other Skills – Agile Project Management, Business Analysis, Documentation

HP Inc- Marketing BI Lead

Nov 2013- Aug 2018

- Build and maintain the Marketing Pipeline dashboards to measure ROI and ROMI of campaigns.
- Develop and design the Marketing Reporting Platform from data gathering to reporting.
- Create Vertica database tables to load data from marketing platforms—Aprimo, GRM, SFDC, Eloqua, and Target-Builder.
- Perform data modeling in QlikView 11.2 to meet marketing reporting needs, building reusable data models for stakeholders.
- Implement dashboards with excellent user interfaces and UX.
- Develop KPIs, including Response Flow Order from Target Builder to HP Dynamics and Cost per Response.
- Create a Marketing Conversion data model and UI to track leads and opportunities (# MGL, # MQL, # Converted Leads, Lead Velocity, and WIN Rate KPIs).
- Ensure data quality and optimize dashboard response
- Collaborate with data providers and functional SMEs in marketing CRM systems.
- Implement complex RAD modeling to track opportunities.
- Achieve cost savings for EMEA Marketing by reducing manual reporting.
- Plan architecture for migrating QlikView dashboards to Power BI for future marketing reporting needs.
- Gather requirements from teams (QuickPivot and HPD Functional Leads) for implementation.
- Mentor junior developers to bring them upto speed.

Technical Skill Sets – Azure SQL DW, Power BI, SSIS,SSAS, Visual Studio 2019

Other Skills – Agile Project Management, Business Analysis, Documentation

Cognizant Technology Solutions- Programmer Analyst

Sept-2010– March-2013

- Worked for JPMC and Rabobank two of their major Banking Projects as a HP NON-STOP TANDEM Platform Developer.
- Used COBOL/SQL to Develop programs as part of the Development Team for implementation of SEPA Guidelines (SEPA- Single Euro Payments Area)

EDUCATION

- 2006-2010- Bachelor of Engineering from RV College of Engineering- First Class
- 2006-Karnataka PU Board- 2nd PUC with 85.5%.
- 2004- Tenth standard- ICSE- 83.6%.

Recent Certifications:

- **Machine Learning using Python- Indian Statistical Institute-Bangalore- Certificate issued- Feb-2020.**
- **DP-900 Azure Data Fundamentals.**
- **PL-300 Power BI Data Analyst Certificate.**