**SANTHANA BREMKUMAR**

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**SUMMARY**

Innovative BI Engineer and Senior Data Analyst with 5+ years of experience delivering impactful business intelligence solutions. Expert in Tableau, Power BI, and SQL, with a strong portfolio of intuitive and visually compelling dashboards that drive actionable insights. Skilled in agile methodologies, data visualization, and end-to-end analytics solutions, dedicated to reducing time to insight for stakeholders and enhancing business decision-making processes.

**PROFESSIONAL EXPERIENCE**

**IGNITHO TECHNOLOGIES PVT LTD, CHENNAI, INDIA**

**SENIOR DATA ANALYST (MAR 2023 -AUG 2023)**

## **Responsibilities**

* Designed and delivered innovative Tableau and Power BI visualizations, reducing time-to-insight for senior stakeholders by 25%.
* Identify and interpret data trends to address critical business challenges promptly.
* Collaborate closely with marketing teams to pinpoint opportunities for enhancing business strategies.
* Proactively analyze data to address stakeholder inquiries, deliver actionable insights, and present findings via concise presentations or dashboards.
* Develop KPI frameworks and relevant dashboards leveraging Incremental extracts to gauge and optimize performance effectively.
* Supervise data analysts' tasks and identify avenues for process optimization.
* Foster direct collaboration with internal and external stakeholders to fulfil analytics requirements.

**MINDTREE LTD, CHENNAI, INDIA**

**DATA ANALYST (FEB 2018 – FEB 2023)**

## **Responsibilities**

* Created and automated interactive dashboards on Tableau Server, ensuring timely data updates.
* Designed, implemented, and tested cloud computing solutions using Snowflake technology.
* Integrated extensive datasets into Tableau using SQL for seamless analysis and visualization.
* Developed customized dashboards with tailored charts to meet client specifications.
* Delivered comprehensive and insightful dashboards to clients, meeting all requirements effectively.
* Conducted data collection, interpretation, and analysis to derive actionable insights.
* Collaborated with internal teams and management to align data analysis with business objectives.

**SYRMA TECHNOLOGY PVT.LTD, CHENNAI, INDIA**

**QUALITY ASSURANCE ENGINEER (JAN 2016 – JAN 2017)**

## **Responsibilities**

* Monitoring the product quality according to the set standards. Preparing Process audit for ongoing production.
* Quality control, maintenance to detect production problem.
* Preparing production reports and undertaking Testing operations for the products.
* Examining samples of raw products or directing testing during processing, to ensure finished products are of prescribed quality. Making daily, weekly and monthly reports.

**KEY ACHIEVEMENTS**

* Spearheaded the development and implementation of interactive dashboards on Tableau Server, resulting in a 40% increase in user engagement and data accessibility.
* Streamlined dashboard scheduling processes, reducing manual effort by 50% and ensuring timely delivery of refreshed data to stakeholders.
* Implemented a new KPI framework resulting in a 15% improvement in performance tracking efficiency across departments.
* Led a cross-functional team in the development of a dynamic dashboard, reducing report generation time by 50% and enhancing accessibility to critical insights.
* Successfully mentored junior analysts, contributing to a 20% increase in team productivity within six months.

**TECHNICAL SKILLS**

* **Analytics Tools** : Tableau Server, Tableau Online, Tableau Desktop, Microsoft Power BI
* **Programming Languages** : Python
* **Databases** : Microsoft SQL Server 2017, MYSQL
* **Operating Systems** : Windows, Android
* **MS Office Applications** : Word, Excel, PowerPoint
* **ETL Tools** : Alteryx, Power Query

**CERTIFICATIONS**

* **TABLEAU DATA ANALYST**
* **DATA SCIENCE AND AI IBM CERTIFICATE**
  + Python, Machine Learning, Statistics, My SQL,
  + Data visualization tools, Deep Learning, Advanced Excel, Mongo DB
* **DATA SCIENCE INTERNSHIP AT LEARNBAY**
* **MICROSOFT POWER BI**
* **TABLEAU DESKTOP- ADVANCED DATA VISUALIZATIONS & DASHBOARDS – UDEMY**

**EDUCATION**

**Pondicherry University, Pondicherry, India (2011-2015)**

**Bachelor of Technology (B.Tech) in Electronics and Communication Engineering**

CGPA – 7.5

**PROJECTS**

1. **Heart Disease and its Prediction** by Statistical Analysis and SVM.
2. **Super Store sales summary** Created a dashboard for in PowerBI.
3. **YourCabs** - Create a Predictive model to classify new bookings, as to whether they will eventually get cancelled due to cab unavailability.
4. **Employee Attrition** to predict the propensity of Employee Attrition using KBinsDiscretizer and Random Forest.
5. **Customer churn prediction** a classification problem to predict whether the customer will eventually subscribe to the OTT platform.

**LANGUAGES**

* Tamil
* English
* French