

# Deep Mehra

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## SUMMARY

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- Over 5 years of IT industry experience in designing & developing data mining/analytics solutions, developing and maintaining Business analytics using ETL tools, visualization
- **Certified Desktop specialist in Tableau**
- Experience in writing Python programs for Data pre-processing & Data Validation
- Extensive knowledge of **RDBMS**, data modelling concepts (Kimball) and **Azure SQL concepts**
- Experience working with **Jira**, **GIT** and Microsoft TFS
- Expertise in Relational DB, strong in developing **SQL procedures**, functions and complex queries to implement business logic
- Strong development skills with Azure Data Lake, **Azure Data Factory**, SQL Data Warehouse
- Strong background in MS Office, an expert in **MS Excel macros**, pivot tables, applying formulas to suit business logic
- Adept in generating **Tableau** dashboards with quick/context/global filters, parameters and calculated fields
- Designed ETL framework at an organization level, improving the efficiency of ETL projects by up to 40%

## CORE COMPETENCIES

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- **Programming: Python** (NumPy, Pandas, Scikit-learn, Matplotlib), **SQL**, **R**
- **ETL Tools: Informatica, SSIS, Azure Data Factory**
- **Databases:** Relational DB - Oracle, Microsoft SQL Server, SQLite, MongoDB
- **Development Tools:** Visio, Jupyter Notebook, R Studio, **GitHub**, Pycharm, SQL Server, Anaconda, Eclipse
- **Analytical Tools:** **R, SAS, Python, Tableau**, Advanced MS Excel, **Power BI**, Alteryx, SSAS, SSRS

## EDUCATION

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### The University of Texas at Dallas

Master's in Business Analytics

Dallas, Texas

May 2020

### Sharda University

Bachelor of Technology [Electronics and Communication]

Greater Noida, UP

May 2014

## PROFESSIONAL EXPERIENCE

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### Office of Information & Technology, UT Dallas, Texas

Data Analyst

Dallas, TX

April 2019- May 2020

- **Automated manual quarterly review of helpdesk employees at the organization level by developing aesthetic dashboards and establishing KPIs using Power BI**
- Managed the planning and design of daily metrics reports using charts and **pivot tables using Excel**
- Supervised a team of 13 Helpdesk associates

### SaxoBank A/S

Senior Data Analyst

Gurgaon, India

Feb 2018- Dec 2018

- Helped maintain customer satisfaction and productivity metrics for **2 quarters**
- Served as a liaison between the stake holders and the developers for transition of business suited knowledge
- Implemented advanced visualization solutions in **Tableau** & successfully presented results to the stakeholders
- **Led a team of 6 developers** using Agile development for the launch of new services by the Bank
- Managed Datawarehouse size of 20TB+ sourced from heterogeneous sources
- Implemented **A/B testing** on the landing webpage to **increase revenue by 13%**

### Birlasoft

Senior Datawarehouse Developer

Noida, India

Feb 2015 – Feb 2018

- Imparted training on Kimball architecture to freshers
- Implemented query optimization in SQL, **reducing response time by 20%**
- **Fine-tuned queries/Stored Procedures** in **SQL Server** for maximum efficiency
- Implemented a scalable **ETL** solution to compute the pricing and sales of each product category across the portfolio
- Developed complete end to end data warehouse from the scratch for various clients

## PROJECTS

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**Prediction of sales for retail store (Python):** Applied techniques ECDF, store and behavioral analyses and performed time series analysis (seasonality, trend) using various visualizations and Prophet to predict future demands.

**Business Insights (Tableau):** Designed an interactive dashboard using Tableau and presented insights on sales data

**Increase sales of a Brand (SAS):** Provided insights as a brand manager of a Bugles to enhance the market share in the Corn Chips industry. Exploratory Data Analysis, Price Elasticity, Customer Segmentation, Cluster analysis, ANOVA, K-Means clustering