ACTIKNOW

Pinkey Yadav

Sr. Business Analyst

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Professional Summary

- Overall 8+ yrs. of experience in various types' application development.
- Highly experienced in BI tools such as Tableau, Qlikview and PowerBI along with development and management of application in .Net technology.
- Proficient in data management tools such as SQL Server, Access, MySQL and Oracle
- Domain knowledge: Pharmaceutical, e-commerce, Insurance, payroll and logistics.

Good Understanding in:

1. Business requirements gathering
2. Identifying system solutions to support business strategies and objectives
3. Developing reports, study business trends and work on business cases
4. BI tools and Data modelling

Education and Skillset

Educational Qualifications

- M.Sc. Computer Science from Pune University.
- BCS from Pune University.

Tools Expertise

- VB.Net, C#.Net, Asp.Net, Entity Framework, RAD Controls, VB 6.0, Crystal Reports
- Tableau, Qlikview, PowerBI
- Excel, Access, PowerPoint
- SQL Server, MySQL

Analytical Skills

- Data Analysis & Reporting
- NPS and KTPM Analyses
- Digital Analytics

Role Based:

- BI Consulting
- Application Development
- Team Handling
- Project Management

Projects Experience

1. **Title: NPS Analysis on Survey Data**
   Objective: The tool is used to generate presentations from the reports created for the NPS analysis from customer survey data for a large Pharmaceutical client. It calculates the NPS, Key Touch Point Measures (KTPM) and improvement categories.
   Roles & Responsibilities: Responsible for designing solution framework for calculating NPS
   Tools Used: Excel, Power Point

2. **Title: Monthly Employee Tracker**
   Objective: This is a tool developed to track the employee working hours and based on certain rules find whether an employee is eligible for the bonus and display the various conditions in the dashboard on monthly basis.
   Roles & Responsibilities: Development of dashboard and reports.
   Tools Used: Excel, PowerBI

3. **Title: Sales Management Tool**
   Objective: It is a Sales Tracking, Budgeting & Forecasting System at a single place. It has ability to set budget and check forecast to be achieved with set budget and ability to track what sales are achieved till date and forecast is automatically updated.
   Tools Used: .Net, SQL

4. **Title: SEO Reporting & Website Dashboard**
   Objective: The objective of SEO is to generate content that specifically fulfils the purpose of user's online searches through tailored content that search engines recognize as quantifiable valuable. This also has GA dashboard where the Monthly data with the Yearly targets on the basis of Digital Objectives such as No. of visitors on the Website, Bounce rate, No. of Downloads, No. of registrations, Opening Rate and Click through rate for each specific region
   Tools Used: Excel, Tableau

5. **Title: Rewards Program**
   Objective: The goal was to develop dashboards to show different insights regarding the success of Patient Engagement programs which client has started in various regions. Based on the data various KPIs are generated which are represented on a Tableau dashboard.
   Tools Used: Tableau