



**Siddharth Tandon**

**BI & Analytics Consultant**

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### **Professional Summary**

- With more than 3.5 yrs. of experience in BI and Data Analytics, I have worked on various industry leading BI tools like Tableau, Power BI, Klipfolio, Google Data studio etc.
- Good understanding of working with data sources such as Excel, SQL, MySQL, Azure, PostgreSQL, and working with APIs.
- Worked with more than 20 different data sources in various reports.

### **Good Understanding in:**

1. Business requirements gathering
2. KPI framework design
3. BI Tools and data modeling

## **Education and Skillset**

### **Educational Qualifications**

- B.E. from RTMNU
- MBA from Subharti University, Meerut, UP

### **Tools Expertise**

- Excel, Access, PowerPoint, API Development
- Tableau, Power BI, Looker, Klipfolio
- SQL Server, PostgreSQL

### **Analytical Skills**

- Marketing & Campaign Analyses
- KPI Rationalization & Reporting
- Digital Analytics Reporting
- Regression Analysis
- Cohort Based Analysis

## **Projects Experience**

### **1. Title: Sales reps and Sales Growth Performance Analysis (Johnson & Johnson)**

Objective: The goal for the project was to create core KPIs that will help the client to track monthly performance customer facing time and sales growth of sales reps. The analysis was done for 25 countries and individual dashboards were created and dispersed to the end users.

Roles & Responsibilities: Responsible for designing solution framework for calculating the below KPIs  
Views created: Country View, Franchise View and Sales Manager View

Tools Used: Tableau, Excel, Salesforce data

### **2. Title: Customer Lifetime Value and Customer Retention**

Objective: The objective of this document is to highlight all metrics needed to track customer retention and churn behavior, in order to understand Clients customer behavior and increase their retention.

Roles & Responsibilities: Created a highly dynamic dashboard to show customer retention and churn using Weekly, Monthly, Quarterly, half-yearly, yearly and 24 months cohorts.

Tools Used: Power BI

### **3. Title: POS sales performance dashboard**

Objective: Build dashboard using POS data. Dashboard built using MySQL data source to track sales performance of brands by various locations

Tools Used: MySQL, PowerBI, Excel

### **4. Title: Mobile app game performance & Lifetime Value reports using Looker**

Objective: Build dashboards in Looker to track sales & ROI of mobile game. Built regression model in LookerML to evaluate predictive LTV.

Tools Used: Looker, BigQuery

### **5. Title: Marketing Dashboard**

Objective: Dashboard for tracking marketing efforts in Power BI for an event management company  
Data Source: GA, Adwords, MySQL

Tools Used: Power BI, Excel

### **6. Title: Sales Tracker Tool**

Objective: Sales tracker tool for a Tyre Manufacturer built on Excel and SQL Server. The tool has a cloud database that reports real time data. The tool also interacts with client's ERP (Exonet) to fetch actual sales numbers at a frequency of 5 minutes.

Data Source: SQL Server 2014, Exonet

Tools Used: Excel

### **7. Title: Machine Downtime Tracking System**

Objective: This is a web application which ensures Real time tracking of product downtime across different locations.

Roles & Responsibilities: Responsible for project management and ensuring timely deliveries.

Tools Used: .NET, SQL Server 2012