Natarajan S

Data Analytics Developer, 6+ years experience
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Highly skilled and results-driven Power BI and Database Developer with 6 years of hands-on experience in the field of data analytics, business intelligence, and database management. Adept at translating complex data into actionable insights and user-friendly reports, I have a strong track record of delivering data-driven solutions that drive informed decision-making for organizations. With a deep understanding of database design, SQL, and data modeling, I have consistently contributed to improving data management and visualization, positively impacting business operations.

INDUSTRIES: Ecommerce, Finance, Retail, Human Resources, Digital marketing

TECHNICAL SKILLS

• Power BI Desktop	6 years & 6 months
• Data Security	6 years & 6 months
• Database Optimization	6 years & 6 months
• ETL	6 years & 6 months
• SQL Server	6 years & 6 months
• Data Visualization	6 years & 6 months
• Power Query	6 years & 6 months
• Data Analysis Expressions	6 years & 6 months
• Data Modeling	6 years & 6 months

PROJECT DETAILS

• E-commerce Sales Dashboard

Project Description: Developed a comprehensive sales dashboard for an e-commerce company to monitor key performance indicators (KPIs) such as revenue, product performance, and customer demographics.
Responsibilities: As the developer, I was responsible for data extraction, transformation, visualization, and the creation of interactive reports to provide actionable insights for the client.
Technologies: Power BI, SQL Server for data storage, DAX for calculations
Industry: Ecommerce

• Finance Firm Reporting Tool

Project Description: Designed a financial reporting tool for a finance firm to analyze and visualize its financial data, including income statements, balance sheets, and cash flow statements.
Responsibilities: I played a pivotal role in data modeling, creating complex financial calculations, and building dynamic visualizations to help the finance team make informed decisions.
Technologies: Power BI, Excel for data sources, DAX for complex financial calculations
Industry: Finance

• Retail Inventory Dashboard

Project Description: Built an inventory management dashboard for a retail business, providing real-time insights into stock levels, sales trends, and reordering needs.
Responsibilities: As the developer, I was responsible for data integration, dashboard design, and implementation of automation for inventory alerts.
Technologies: Power BI, SQL Server for inventory data, Power Query for data transformation.
Industry: Retail

• HR Employee Performance Metrics

Project Description: Developed a Power BI solution for the HR department to analyze employee performance, including KPI tracking, feedback collection, and HR analytics.
Responsibilities: I led the development efforts, which involved data extraction, the creation of complex DAX calculations, and the design of an interactive HR dashboard.
Technologies: Power BI, SharePoint for data storage, DAX for HR metrics calculations.
Industry: Human Resources

• Digital Marketing Campaign Analysis

Project Description: Created a Power BI solution for a digital marketing agency to track the performance of marketing campaigns, including website traffic, conversions, and ROI.
Responsibilities: As the developer, I was responsible for integrating data from various marketing platforms, creating custom metrics, and building a dashboard for campaign optimization.
Technologies: Power BI, Google Analytics, and Facebook Ads API for data sources.
Industry: Digital marketing

• SQL Employee Payroll System

Project Description: Implemented modules from Employee induction to Payroll designed and developed the SQL programs based on the customer requirement. Performs unit testing using better test scenarios. Day to day database and product operations, monitoring database job and schedules and resolution based on. Involving in the full development cycle of Planning, analysis, design, development, testing, and implementation. Developed and modified triggers, packages, functions and stored procedures for data conversions and T-SQL procedures to create database objects dynamically based on user inputs. Developed and modified triggers, packages, functions and stored procedures for data conversions and T-SQL procedures to create database objects dynamically based on user inputs.
Responsibilities: Query development and optimization, Customization Development, SSMS
Technologies: Microsoft SQL Server Management Studio, Transact-SQL, SQL Server Integration Services for data conversions, SQL Server Agent for job scheduling, Unit testing frameworks for SQL
Industry: Human Resources

• Advanced Leave & Time System

Project Description: Lead Leave and time management Module team with 5-6 members. Maintaining and managing multiple environment-based databases for projects. Analyze and resolve issues faced by customers and provide live support. Develop SQL Query that optimizes performance and expertise in creating product-based SQL Automation Handling 15+ High-value clients as SPOC, Maintaining customer information, and ensuring efficient data retrieval as required for core decision-making. Coordinating with the front-end design team to provide them with the necessary stored procedures and packages and the necessary insight into the data. Writing stored procedures, and triggers and monitoring performance to ensure efficient data retrieval. Involving in the continuous enhancements and fixing of production problems. Documented application design specifications and implementation procedures to improve application quality and reuse of code.
Responsibilities: Project Management, Query development, HCM, Automation on SQL, SQL Stored procedures, Trigger, SSMS
Technologies: SQL, SQL Stored Procedures, Triggers, SQL Server Management Studio (SSMS), Database Management, Automation
Industry: Human Resources

EMPLOYMENT HISTORY

• Data Analytics Developer

Description: I am responsible for designing and developing interactive reports and dashboards using Power BI, crafting effective data models, and writing advanced DAX formulas for custom calculations. Managed SQL development for data retrieval and optimization, developed ETL processes, and ensured database security. I also led project management efforts, overseeing a team in the Leave and Time Management Module and serving as the Single Point of Contact (SPOC) for multiple high-value clients. Additionally, handling custom development, including SQL automation and database enhancements.

EDUCATION

• Bachelors degree in Computer Engineering from Anna University 2012 - 2016

LANGUAGES

• English - native

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