

DEEPANRAJ ARUMUGAM

Data Analyst | BI Developer | Business Intelligence Analyst

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PROFESSIONAL SUMMARY

Results-driven Data Analyst & BI Developer with 6+ years of experience delivering KPI dashboards, ETL pipelines, and operational analytics across manufacturing domains. Expert in SQL (CTEs, Window Functions, Stored Procedures, Query Optimization), Power BI (DAX, Star Schema, RLS, Time Intelligence), Python (Pandas, NumPy, EDA, Automation), and Azure cloud analytics (ADF, Azure SQL, Blob Storage). Reduced manual reporting by 40%, built 10+ production dashboards, and engineered scalable data warehousing solutions. Azure DP-900 certified.

CORE TECHNICAL SKILLS

Power BI	Power BI Desktop & Service · KPI Dashboards · Drill-through Reports · Row Level Security (RLS) · Scheduled Refresh · Workspace Management · Data Storytelling
DAX & Power Query	CALCULATE · FILTER · ALL · SUMX · RANKX · Time Intelligence · Calculated Columns · Power Query · M Language · Star Schema · Data Modeling
SQL & Databases	Oracle SQL · MS SQL Server · PostgreSQL · CTEs · Window Functions (ROW_NUMBER, RANK, DENSE_RANK, LEAD, LAG) · Stored Procedures · Query Optimization · Indexing · Multi-table Joins · CASE WHEN · Subqueries
Python	Pandas · NumPy · Matplotlib · Seaborn · Scikit-learn · EDA · Automation Scripts · Statistical Analysis · Predictive Analytics · Jupyter Notebook
Cloud & Modern	Azure SQL Database · Azure Blob Storage · Azure Data Factory (ADF) · Azure Synapse · Microsoft Fabric · Snowflake · Big Query · Data Warehousing
ETL & Engineering	ETL Pipelines · Data Transformation · Data Cleaning · Data Validation · Reporting Automation · Data Governance · Operational Analytics · Manufacturing Analytics
Business Analysis	Requirements Gathering · BRD · User Stories · Stakeholder Management · Gap Analysis · UAT · Agile/Scrum · Process Improvement · Root Cause Analysis (RCA)
Excel & Reporting	Advanced Excel · Pivot Tables · VLOOKUP/INDEX-MATCH · Power Pivot · Macros · Tableau · MIS Reporting · Dashboard Development · Data Visualization

PROFESSIONAL EXPERIENCE

Data Analyst — Operations & Business Intelligence | Dakshin Home Fashions | Karur *Mar 2021 – Present*

- Architected 10+ Power BI dashboards using Star Schema, DAX (CALCULATE, SUMX, RANKX, Time Intelligence), Drill-through Reports, and RLS — enabling real-time KPI monitoring for production, quality, and supply chain leadership.
- Engineered Oracle SQL & MS SQL Server queries using CTEs, Window Functions (ROW_NUMBER, DENSE_RANK, LEAD/LAG), Multi-table Joins, and Stored Procedures to build analytical datasets, improving data accuracy by 30%.
- Automated 15+ MIS reports via Power BI Scheduled Refresh and Excel macros, reducing manual reporting effort by 40% and enabling consistent daily stakeholder reporting.
- Built Azure ETL pipelines (ADF + Azure SQL + Blob Storage) to centralize operational data; conducted Python EDA (Pandas, NumPy, Seaborn) to surface manufacturing process inefficiencies and deliver RCA insights.
- Led cross-functional requirements gathering; authored BRDs, User Stories, and managed UAT cycles ensuring BI solutions met operational and stakeholder standards.

MIS & Quality Analyst | Lakshmi Life Sciences Ltd | Coimbatore

Feb 2019 – Jan 2020

- Built MIS dashboards in Excel and SQL to track quality KPIs and compliance metrics, improving reporting turnaround by 25% for senior stakeholders.
- Analyzed defect data using SQL Aggregations, CASE WHEN, and Subqueries to identify recurring quality patterns; implemented data validation workflows that improved BI reliability.

Process & Reporting Analyst | Sundram Fasteners Limited | Chennai

May 2016 – Oct 2017

- Monitored manufacturing KPIs via SQL reports and Excel dashboards; partnered with engineering and quality stakeholders to perform RCA and deliver process improvement recommendations.

DATA ANALYTICS PROJECTS

Manufacturing KPI & Sales Operations Dashboard — Power BI · DAX · Power Query · SQL · Star Schema

- Built end-to-end Power BI dashboard (Power Query, CALCULATE, SUMX, Time Intelligence, Star Schema) to track sales order fulfillment and operational KPIs — reduced ad-hoc reporting requests by 35%.
- Deployed to Power BI Service with Scheduled Refresh and RLS for secure, role-based stakeholder access.

IBM HR Attrition Analysis — EDA & Predictive Analytics — Python · Pandas · NumPy · Seaborn · Matplotlib · Scikit-learn

- Profiled 1,470 employee records using Pandas EDA to identify attrition drivers; built Scikit-learn classifier achieving 82% accuracy and delivered data storytelling report to HR leadership.

Azure Cloud Analytics ETL Pipeline — Python · Azure Data Factory · Azure SQL · Blob Storage · Power BI

- Designed ETL pipeline (ADF + Azure Blob Storage + Azure SQL) to centralize multi-source data, reducing prep time by 50%; Python Pandas scripts powered automated daily Power BI refresh.

CERTIFICATIONS

Certification	Issuer	Date
Google Data Analytics Professional Certificate	Google / Coursera	Jul 2025
Data Visualization Fundamentals	Microsoft / Coursera	Apr 2025
Microsoft Azure Data Fundamentals (DP-900)	Microsoft	Mar 2024

EDUCATION

Bachelor of Engineering — Mechanical Engineering

Pavai College of Technology, Namakkal, India | Graduated: 2016

KEY STRENGTHS

End-to-End Reporting Ownership · SQL & Query Optimization · Power BI Dashboard Development · DAX Expertise · Azure Cloud Analytics
ETL & Automation · Manufacturing Domain Analytics · Stakeholder Communication · Data-Driven Decision Making