

SAIJANANI GANAPATHY

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Data Analyst with hands-on experience in SQL analytics, KPI modeling, dashboard development, and cloud-based data pipelines. Experienced in designing Medallion Architecture (Bronze/Silver/Gold) workflows using Databricks and GCP. Strong foundation in transforming raw data into analytics-ready datasets and delivering executive-level insights through BI tools. Skilled in both analytical reporting and data engineering fundamentals.

TECHNICAL SKILLS

- **Data Analysis & BI:** SQL, Excel, Power BI, Tableau, Looker Studio, KPI Modeling, RFM Analysis
- **Data Engineering & Big Data:** Databricks, PySpark, Spark SQL, Delta Lake, Medallion Architecture, Data Modeling
- **Cloud Storage:** Google Cloud Platform (GCP), BigQuery, Cloud Storage
- **Database:** PostgreSQL, SQL Server
- **Tool Methodologies:** Agile (Scrum, SAFe), Git, Data Validation, ETL Design

PROFESSIONAL EXPERIENCE

Inside Sales Associate | Accenture, Canada

Aug 2024 – Current

- Analyzed digital campaign performance data to identify trends, patterns, ROI and optimization opportunities for small and medium business clients
- Developed KPI dashboards in Power BI to track engagement, conversion rates, and campaign performance
- Used Excel based analysis to support data-driven recommendations and improve campaign effectiveness
- Interpreted key metrics and summarized insights for stakeholders to support business decision-making
- Improved client engagement by 25% through data-backed audience segmentation and performance analysis

Associate Developer | Expeditors, India

Dec 2020-Dec 2022

- Supported data analysis and reporting activities for enterprise logistics systems using PostgreSQL and relational databases
- Analyzed user-reported issues and system data to identify root causes, trends, and process improvement opportunities
- Prepared data summaries and validation reports for cross-functional stakeholders
- Collaborated with engineering and business teams in an Agile environment to support feature releases and system enhancements
- Improved system usability and user engagement by 15% through data-informed analysis and issue resolution

PROJECTS

Real-Time Financial ETL Pipeline (Databricks | PySpark | Spark SQL | Delta Lake | GCP)

- Designed and implemented an end-to-end ETL pipeline using Medallion Architecture (Bronze/Silver/Gold)
- Built incremental data ingestion and transformation workflows using PySpark and Delta Lake
- Applied data validation, schema enforcement, and transformation logic for financial transaction datasets
- Created curated gold tables for analytics and reporting consumption
- Structured pipeline for orchestration and scalable cloud deployment

Retail Performance & Customer Analytics (Databricks | PySpark | Spark SQL | GCP | BigQuery | Looker Studio)

- Designed Medallion Architecture to process retail transaction data into analytics-ready gold tables
- Built ETL workflows using PySpark for data cleansing, enrichment, and KPI transformation
- Implemented RFM segmentation for customer behavior analysis
- Modeled revenue KPIs including Net Sales, Average Order Value (AOV), and Discount Impact
- Built a 3-page executive dashboard in Looker Studio for sales, product, and customer insights

EDUCATION

- Graduate Certificate in Interactive Media Management **Centennial College (Canada) | Jan 2024**
- Bachelor of Engineering in Electrical and Electronics **Anna University (India) | Sep 2020**