

# LAVANYA AR

## DATA ANALYST & BI CONSULTANT

### CONTACT

+91-9940505535  
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### TECHNICAL SKILLS

Microsoft Power BI Desktop  
MS - Excel  
Tableau Developer  
Tera Data  
HUE  
Visual Analytics  
SAS DI Studio  
Web Report Studio  
Schedule Manager  
SAS Enterprise Guide  
SAS Management Console  
SQL  
Arcadia  
Datameer  
Cloud technology

### SOFT SKILLS

Communication  
Adaptability  
Problem solving  
Work ethic  
Interpersonal skills

### LANGUAGES

English  
Tamil  
Hindi  
Spanish

### SUMMARY

Experienced BI Developer with 13+ years of hands-on expertise in developing and implementing business intelligence solutions using Tableau, PowerBI, Arcadia, Visual Analytics, and SAS. Highly skilled in analyzing business needs, interpreting user requirements, and creating intuitive, user-friendly dashboards that deliver actionable insights. Adept at extracting, combining, and transforming data from multiple sources to drive strategic decision-making and positively impact organizational performance. Currently holding a valid **H1B visa** for the next 3 years, authorized to work in the United States.

### WORK EXPERIENCE

#### VP-Lead Analytics Consultant

##### WELLS FARGO

SEPT 2023 - TILL DATE

- Provide leadership in the identification and development of new research concepts and designs.
- Ensure adherence to compliance and legal regulations and policies on all projects managed.
- Develop reports that enable management to make informed decisions.
- Monitor daily results of metrics to ensure adherence to policy and procedure.
- Provide updates on project logs, monthly budget forecasts, monthly newsletters, and operations reviews.
- Mentor or managed less experienced staff, interns and external contractors.
- Collaborate and consult with peers, colleagues, and more experienced managers to resolve issues and achieve goals.
- Communicate actionable insights and recommendations using data in a digestible format to a non technical audience of varying levels, including leadership across the company
- Data Analysis for Customer Remediation Analytics.

#### Officer

##### CITI BANK

NOV 2020 - SEP 2023

- Based on ADHOC request helps with data to back up for business rationale.
- Do end to end analysis on the source data to do data massaging and produce the end result as a dashboard and deliver to stakeholders.
- Support Finance team with reports that are not available in their source for Regulatory Reporting.
- Delivering BI reporting solutions for Credit Risk Portfolio
- Developed Tableau which involves heterogeneous data sources : DB, SQL Server, excel, CSV.
- Integrate custom visuals based on business requirements using Arcadia.
- Experience of working with big data using HUE.
- Creating and administrating workspaces in Arcadia service and granting access to end users.
- Presenting demos and presentations to product owners and stakeholders.
- Impacted exposure preparation and visualization to mitigate the portfolio affected by natural disasters for the senior management.
- Supports DART team with Exposure data globally to report for Regulatory, example Single counterparty Credit Limit.
- Took ownership of ACE Digital adaptation using Python and did a POC for the same and pushed to use the case till PROD.
- Played a key role in the migration from the SWDC server to GFTS server.
- Detailed understanding on the metadata of the Genesis source we use for reporting.
- Built end to end loss mitigation dashboard for NAM Mortgage to help the collection and oversight team to make decisions.
- Analytical Dashboards for Vintage, Roll Rate Reports, CECL, Natural Disaster Report

# LAVANYA AR

## DATA ANALYST & BI CONSULTANT

### EDUCATION

#### BE- Electronics and Communication Engineering

Anna University

2007 - 2011

Grade - Distinction

### CERTIFICATIONS

Azure Data Engineer

AINS 21 certified

Base SAS programming

### CORPORATE AWARDS

Beyond Performance Award

On Service & Commitment Award

Silver Award

Beyond the Service Award

Smiles Award

### TRAINING

Tableau | Online Training

Project Management | Internal Training

Power Platform | Udemy Training

AWS Basics & Fundamentals | Online Training

Devops Fundamentals | Online Training

Python | Udemy Training

### WORK EXPERIENCE

#### IT Analyst

TATA CONSULTANCY SERVICES

SEPT 2011 - OCT 2020

- Understanding existing reports and proposing new optimized designs to stakeholders
- Extensive use of SAS DI Studio for generating report
- Loading data into LASR server, register Metadata, importing external files to VA
- Creating visually rich Dashboards with KPI measures, bubble plot, Alerts, table, interactive highlights
- Whitelisting users for accessing reports in mobile
- Creating different types of reports like drilldown/drill through/Linked reports/Conditional highlighting
- Implementing logic involved behind data loading, client reporting, and data manipulation using SAS and SQL queries.
- Impact analysis due to any changes in upstream applications
- Creating libraries, directories, adding and managing users and their roles through SAS Management Console
- Implemented and automated SAS code across multiple servers to read the disk space details from UNIX and trigger an email when the mount point has reached more than 90% which reduced the dependency we had with the UNIX team to generate the report and manually check the mount points
- Administering LASR analytics server and tables published
- Provided training to user on creation of Ad-hoc reports
- Prepared detailed design and mapping documents.
- Interacting extensively with end users on requirement gathering, analysis and documentation
- Code development using SAS, SQL, Macros, JCL
- Having good knowledge of SAS Merging, handling missing values, Reading raw data
- Developed SAS Macros to simplify SAS code and effectively reduce coding time
- Fine-tuning Query to reduce running time
- Creating libraries, providing security roles to users
- Updating license for SAS tools, verifying if the services are up and monitoring the services and file systems
- Monitoring CPU usage Optimize existing queries to reduce time and memory. Interacting with client requirements and analyzing existing programs.