

Sussma Senthil Kumar

Data & BI Analyst | Power BI (PL-300) | SQL | Tableau | Python

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PROFESSIONAL SUMMARY

Data and BI analyst with 3+ years of experience turning multi-source data into dashboards, reports, and insights across healthcare, software, and retail/distribution. Builds Power BI and Tableau dashboards with DAX and Power Query, writes SQL and Python for analysis and data pipelines (Azure Databricks, AWS Redshift), and gathers requirements directly from business users and clients. Strong in data validation, root-cause analysis, and explaining findings clearly to non-technical stakeholders. Microsoft Certified Power BI Data Analyst (PL-300).

SKILLS

- **BI & Visualization:** Power BI | DAX | Power Query | Tableau | Excel | Dashboards | Data Storytelling
- **Data & Engineering:** SQL | Python (Pandas, NumPy) | PySpark | Azure Databricks | AWS Redshift | Airflow
- **Analytics:** Forecasting | Segmentation | Cohort Analysis | A/B Testing | Statistical Analysis | Root-Cause Analysis
- **Business Analysis:** Requirements Gathering | Process Mapping | UAT | Agile/Jira | Stakeholder Communication

PROFESSIONAL EXPERIENCE

Operations & Analytics Lead | KCS Agency - BPCL Dealer (Family Business) | Erode, India | Nov 2024 – Aug 2026

- Built Tableau dashboards and Excel reports for a family-owned BPCL fuel and lubricants dealership, tracking sales, margins, and customer activity to support decisions that increased sales by 25% and profitability by 30%.
- Defined customer and operational metrics and designed simple visual reports the 6–15 person team could read at a glance and act on.
- Gathered feedback from the team on which views they used and refined the reports to drive day-to-day decisions.

Data Engineer | Amgen Inc. | Chicago, IL | Sep 2023 – Oct 2024

- Analyzed clinical and primary care physician (PCP) data from 15+ sources using SQL, Python, and Tableau, turning complex data into visual narratives for clinical and business stakeholders.
- Partnered with data engineers to validate data and resolve issues across 50GB+ of data in Azure Databricks and AWS Redshift, reducing reporting errors by 25%.
- Defined metrics, business rules, and data definitions with stakeholders so dashboards stayed accurate, consistent, and trusted.
- Improved dashboard performance by optimizing SQL and migrating 2,000+ lines of SQL to PySpark, accelerating data refresh by 40%.
- Documented data sources, metric definitions, and visualization logic to support standards and self-serve use across teams, so metrics stayed consistent from source to dashboard.

Business Intelligence Analyst | VJH Software Pvt Ltd | Chennai, India | Jan 2022 – Jul 2022

- Designed, built, and maintained 15+ Power BI dashboards with DAX measures and Power Query for finance, sales, and operations leaders, focused on clarity, usability, and adoption.
- Worked directly with clients to turn business questions into visual structures, defining metrics, comparisons, and drill paths before development and reducing delivery time by 20%.
- Built customer segmentation, cohort, funnel, and trend analyses that showed performance drivers and tradeoffs, contributing to a 15% gain in operational efficiency.
- Modeled and validated data from 10+ SQL sources, improving data accessibility by 35%, giving finance, sales, and operations teams one consistent source for reporting.
- Refined dashboards based on stakeholder feedback and usage patterns, managing 50+ requests in Jira and delivering 95% on time.

EDUCATION

University of Illinois Urbana-Champaign – M.S., Management | Aug 2022 – May 2023

Relevant Coursework: Data Storytelling, Communicating with Data, Enterprise Database Management

Anna University – Integrated M.Sc., Decision and Computing Sciences | Aug 2017 – May 2022

Relevant Coursework: Applied Statistics for Business Decisions, Predictive Analytics, Data Warehousing and Mining

Internship Project (zBliss Technologies): Sepsis prediction model (LSTM) on MIMIC-III ICU data, AUROC 0.97

CERTIFICATIONS

Microsoft Certified: Power BI Data Analyst Associate (PL-300) | Jira Fundamentals – Atlassian