

VNV LAKSHMANA DAS

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CAREER OBJECTIVE:

- To Join a Company that offers me a stable and positive atmosphere and inspires me to enhance and therefore to innovate the work culture for the betterment of all parties concerned.

PROFESSIONAL SUMMARY:

- Accomplished **Senior Data Analyst** with over 6+ years of Extensive Experience in leveraging advanced statistical techniques, Business Intelligence and Data Visualization to drive strategic business decisions.
- Demonstrated Expertise in transforming complex data into actionable insights, optimizing performance, and delivering significant business value.
- Proficient in Power BI, SQL, Python and Advanced Excel, with a proven ability to lead data initiatives and mentor analytical teams in fast-paced environments.

PROFESSIONAL EXPERIENCE:

Senior Data Analyst

- **Organization Name** : Patanjali Foods Limited (Formerly Known as Ruchi Soya Private Limited)
- **Department** : CEO Office – Noida
- **Reporting** : CEO & Business Heads
- **Designation** : Sr Officer – Data Analyst
- **Date of Joining** : 15th March 2024
- **Company Profile** : Patanjali Foods Limited (formerly known as Ruchi Soya Industries Limited), is an Indian multinational company with 31,821 Crore of business revenue in Fast-moving consumer goods (FMCG) company specialized in the food industry, part of the Patanjali Ayur Ved. It has evolved as an integrated player in the edible oil business with a presence across the entire value chain, from farm to fork with secured access to palm oil plantations in India. Today they feature among the Top FMCG players as one of the leading manufacturers & marketer of healthy range of Edible Oils and a Pioneer of Soya Foods in India. It is also one of the largest palm plantation companies in India.

Job role as a Sr Officer – Data Analytics

- Lead the Analysis of large and complex datasets to provide actionable insights that drive strategic business decisions.
- Analyze Revenue & Sales data to identify trends for CEO office to make decisions about forecast demand & AOP Targets to all business heads.
- Provide Insights to optimize pricing strategies, new products performance & placement and market segmentation.
- Design and maintain interactive dashboards and visualizations using Microsoft Power BI to facilitate Region & State wise business performance to the management.
- Develop and track key performance indicators (KPI) to monitor business performance, identify areas of improvement, and provide recommendations for achieving business objectives.
- Conduct ad hoc analyses to support urgent business needs and provide rapid insights to address emerging challenges and opportunities.
- Providing Technical Expertise in Operational Cost Analysis to improve operational efficiencies across sales, marketing and supply chain functions.

Technical Aspects in Overall Experience

- Create Data models and perform data transformation and aggregation using Power Query and DAX language.
- Implement data cleansing processes to identify, rectify and prevent errors and inconsistencies in datasets, ensuring high-quality data for analysis.
- Creating and managing data pipelines using Power Query or other ETL (Extract, Transform, Load) tools.
- Optimize and enhance existing Power BI solutions to improve performance, usability, and user experience.
- Working in relational database design and architecture with a solid knowledge of advanced SQL.
- Architect and oversee the comprehensive Data Warehouse infrastructure, ensuring efficient ETL Processes, scalable data integration and real-time data accessibility to support advanced analytics and business intelligence initiatives.
- Employ advanced SQL technique to define and optimize complex relationships and joins between large datasets, ensuring efficient data integration, retrieval and transformation within the data warehouse environment to support comprehensive analytics and reporting.
- Knowledge on Cloud Data Infrastructure about manage scalable data solutions using AWS or Azure services to support advanced analytics and business intelligence needs.
- Knowledge on Data Integration and ETL Processes in Cloud Management Tools (AWS Glue and Azure Data Factory) ensuring seamless data flow and transformation in to cloud data warehouses.
- Utilize advanced Excel functions such as VLOOKUP, HLOOKUP, INDEX-MATCH and array formulas to perform complex data analysis and data validation tasks efficiently.
- Extensive Experience in Pivot Tables & Charts, Advanced Conditional Formatting.
- Develop and maintain macros using VBA to automate repetitive tasks, streamline workflows and enhance productivity.
- Hands on Experience in PowerApps and Power Automate to create efficient and user-friendly applications and automation workflows.
- Basic Knowledge of programming in Python Language.

Key Projects

Revenue Comparison & Performance of Every SKU

- The **Objective** of the project is to know the detailed performance of each product based on region.
- Large datasets handled through SQL scripts by using Joins & transformed through power query in to Power BI Dashboards for visualization & Trend monitoring of Revenue Data.
- **Highlights** are Data Profiling & Categorization of Each Division made first time for Insights. After the business acquisition.
- **Output-** Based on Provided Insights, New AOP Targets were allotted to every region heads. And also made some decisions about prioritize of product on seasonal basis.

Data Analysis on Store Visibility Index

- The **Objective** of the project is to know the condition of all leading products visibility when compare with competitors' products.
 - This is very unique project & very complex in data handling of thousands of stores data.
 - We created some unique pattern of data handling from each store to compare with competitors' data. Finally provided a performance rating of each store to city wise by using BI tools.
 - **Output-** Still Ongoing (very effective decisions can be taken for increase sales in stores).
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Data Analyst

- **Organization Name** : CPF India Private Limited (CP Group – Thailand).
- **Designation** : Data Analyst
- **Reporting** : Top Management – Thailand Nationals
- **Responsibilities** : **Power BI Developer - Development of the Data Solutions to the Org.**
- **Total Duration** : 16th September 2017 to 7th March 2024 (6 Years+).
- **Company Profile:** CPF India is a subsidiary unit of the CP Group a Thai multi-national conglomerate with \$82 billion businesses in Agro-industry, Food, Retail and Telecommunications. Asia's No 1 Feed producer. In India, they have their presence in agro and aqua industries for the past two decades with headquarters at Thailand, Branches in Gujarat, West Bengal, Tamil Nadu, Andhra Pradesh, and other parts of south India. Visit company websites: - www.cpthailand.com, www.cpindia.com.

Job role as a Data Analyst

- Understand business requirements from product owner and develop data solutions for projects.
- Design, develop and maintain advanced Power BI dashboards and reports to visualize key performance indicators (KPIs), trends, and insights relevant to supply chain operations.
- Experience in leading the end-to-end design, development, and deployment of dashboards.
- As a Documentation Central Head, need to monitor on day-to-day data & give insights to the top Management.
- All Responsibilities in Technical aspects were mentioned above.

Key Projects

Cost Management Action Plan

- Top Notch Project with very successful result by saving lakhs of rupees to the management.
- This project outcome helps to the management to take futuristic decisions in business improvement.

Individual KPI Monitoring

- This project Insights helps to monitor the performances of ASM & RSM level Individual KPI's.
 - Based on close monitoring, the sales & performances of individuals has been drastically increased.
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ACADEMIC CREDENTIALS:

- **Bachelor of Technology in Electrical & Electronics Engineering**
From Avanthi St Theresa Institute of Engineering and Technology, Affiliated to Jawaharlal Nehru Technological University Kakinada. With Aggregate of 67% as per R13 Regulation in 2017.
- **Diploma in Electrical & Electronics Engineering**
From Avanthi St Theresa Institute of Engineering and Technology, through SBTET (State Board of Technical Education and Training). With Aggregate of 80% as per C-09 Regulation Standards in 2014.
- **Matriculation**
From New Aurobindo Public School, Certification from State Board of Secondary Education. With Aggregate of 84% of Marks in 2011.

ADDITIONAL QUALIFICATION:

- **Post Graduate Diploma in ENVIRONMENTAL & OCCUPATIONAL HEALTH.**
Pursued PGDEOH from Indhira Gandhi National Open University Delhi, With Aggregate of 72% of Marks in 2021

CERTIFICATIONS:

- Pursuing **Executive Program in Business Analytics and Data-Driven Decision** Course in IIM Visakhapatnam.

PERSONAL ABILITIES:

- Analytical and Logical thinking.
- Ability to work under Pressure.
- Time Management & Decision Making.
- Quick Learning & Fast Response.

ADDITIONAL SKILLS:

Analytical Skills: MS office skills, Advanced in Excel, Data Visualization in Power BI, Dashboard Making.

Language Skills: English, Telugu & Hindi

Creative Skills: Organizing, Management & Designing.

Personal Interests & Hobbies: Sports & Photography.

PROFILE:

Full Name : Vandrangi Naga Venkata Lakshmana Das
Date of Birth : 07/06/1996
Father's Name : Sudhakar
Gender : Male
Marital Status : Unmarried
Nationality : Indian
Address : Rameswara Colony, Garividi, Vizianagaram Dist., Andhra Pradesh.
Alternate No : 8328267983

Declaration: I hereby declare that the information furnished is best up to my knowledge, and I bear the responsibility for the correctness of the above-mentioned matter.

Place: Vizianagaram

Yours Faithfully

Date:

(V.N.V LAKSHMANA DAS)