

Aadarsh Aryan

Hyderabad, India | aadarsharyan2000@gmail.com | +916200808014 | [linkedin.com/in/aadarsh-aryan-a423991b6](https://www.linkedin.com/in/aadarsh-aryan-a423991b6)

PROFILE SUMMARY

Analytical and results-driven Data Analyst with extensive experience in utilizing **SQL** and **Python** for data analysis, statistical modeling, and data-driven decision-making. Proficient in leveraging advanced tools such as **Tableau CRM**, **Power BI**, and **Excel** to create impactful data visualizations and dashboards. Adept at managing and optimizing data pipelines, ETL processes, and data warehousing in cloud environments like **Azure Synapse**. Demonstrates strong expertise in machine learning and predictive analytics to deliver actionable insights and solve complex business problems. Possesses a solid foundation in trend analysis, forecasting, and A/B testing, combined with excellent problem-solving and communication skills. Committed to driving business success through data integrity, governance, and collaboration with cross-functional teams.

WORK EXPERIENCE

Merilytics, An Accordion Company (May 2023 – Present)	Hyderabad, India
Vorys Precision e-Control Analytics & Insights Project	Jan 2024 - Oct 2024
- Worked for a US based SaaS business firm to help brands protect their value and increase online sales by managing eCommerce operations, online marketplaces, and unauthorized seller identification. - Created and optimized Salesforce Recipes and Dataflows for data manipulation, enabling efficient transformation and preparation of reporting datasets for analysis with 90% accuracy. - Developed and customized 10+ visually stunning and interactive Salesforce Tableau CRM dashboards (like Disruption Insights, Brand Enablement Metrics & Enforcement Summary dashboards), enhancing data visualization and decision making. - Used advanced CRM features including multiple datasets joins, bindings, parameters, JSON and SAQL queries for custom calculations and statistical analysis. - Created SQL stored procedures and custom SQL queries for data cleaning, validation, and reporting needs as well as optimized long-running SQL queries to reduce the load on SSMS SQL Server and Databricks resulting in reduced query time by 54%. - Used and customized Lightning Web Components (LWC) to meet clients' expectations and enhance end-user experience and applied Row-Level security (RLS) to dataflows for maintaining data integrity and privacy. - Established Full Load and Incremental pipelines to consolidate data in a data warehouse and performed ETL using Azure Synapse and SQL Connector. - Developed and optimized Capex reports and employee bandwidth metrics using Python, data frames, and JIRA API, enhancing project management efficiency by 72%. - Refined the logic for Product's Buy Box % calculation, used advanced Excel features to create revenue estimation model and applied Machine Learning models for revenue forecasting with 95% accuracy.	
Chobani Cost Analytics Project	June 2023 - Dec 2023
- Updated KPI Reports such as COGS, Produced Volumes, Sold Volumes, Material mix, to assist supply chain planning of a US-based multi-billion-dollar dairy client. - Revamped Excel reports using functions and complicated formulas such as nested Ifs, sumifs and created Power BI models with 100% efficiency to significantly reduce man hours required for updates. - Leveraged Python's Pandas library to proficiently manipulate and analyze large datasets, executing tasks suchas data cleaning, transformation, and reshaping, as well as handling missing values, and outliers. - Addressed ad hoc client requests pertaining to anomalies in production or composition data. - Created detailed process documentation for multiple reports to smoother transition between teams. - Assisted the client in achieving a 14.67% reduction in logistics costs and provided data insights to enhance capacity management efficiency. - Successfully optimized the existing ETL process using advanced Excel features such as Power Query and Pivot tables and replicated the same in SSMS SQL Server by writing complex queries using Joins, Case statements, Window functions and CTEs which increased reporting efficiency by 60%. - Conducted root cause analysis for critical issues and used Power BI dashboards for analyzing finance-related data to provide insights and recommendations to project stakeholders thereby resulting in sales growth by 45%.	
Dermapure (Zenoti Data Conversion) Project [Healthcare]	Nov 2024 - Present
- Created comprehensive Invoices and Payments reports for multiple clinics with varying data structures, contributing to the optimization of financial operations for a million-dollar skincare company. - Utilized SQL and SSMS for data cleaning and modelling, transforming POS (Point of Sales) system data into Zenoti-compatible reports that improved clarity and accuracy. - Conducted RCA to identify and resolve data mismatches between source tables (invoices and payments), implementing models to accurately process discounts, tips, and gift card redemptions at both the invoice and patient level. - Successfully reported data discrepancies to clients, leading to a 35% reduction in revenue loss by addressing inconsistencies and ensuring the accuracy of financial reporting.	

EDUCATION

Bachelor of Technology (B. Tech.)	Aug 2019 - May 2023
Indian Institute of Technology, Ropar, Punjab (India)	GPA: 7.96

SKILLS

- Python | SSMS SQL Server | MySQL | Power BI | Tableau | CRM | Microsoft Office Apps (Excel, Word, and PowerPoint)
- Microsoft Azure | Cloud Computing | Azure Data Factory | NumPy | Pandas | Scikit Learn | Regression | ML | Jupyter
- Data Analytics | Data Compliance | BI | A/B Testing | Agile Methodology
- Soft skills - English, Hindi (*All professional proficiency*)

PROJECT EXPERIENCE

Industrial Management	
Project & Quality Management of Bombay Dyeing	Aug 2021 – Nov 2021
- Performed Supply Chain Management as well as strategic location planning of the company. - Used SQL and Python for financial modelling and economic data analysis for efficient cost-effective routes. - Built Dashboards with marketing metrics using Excel & Tableau which increased reporting efficiency by 76%. - Optimized the SQL queries using indexing and leveraged python to obtain the best route for transportation which resulted in increase in sales by 36%.	