ENIYAN D

Coimbatore, India | +91 9789730576 | umayalini64@gmail.com | LinkedIn | GitHub | Availability: 25 Days

PROFESSIONAL SUMMARY

Microsoft Certified Power BI Data Analyst with 1.5+ years of experience building automated data pipelines, SQL data warehouses, and interactive Power BI dashboards. Delivered real-time engineering and business insights to 100+ users by translating stakeholder requirements into scalable BI solutions. Hands-on with SQL, Power BI/DAX, Python, and Advanced Excel across enterprise-scale (1.8M+ record) and end-to-end personal analytics projects.

TECHNICAL SKILLS

Databases & SQL: MySQL, MSSQL, SQL Server, BigQuery, SQL Stored Procedures, Data Extraction, Query Optimization

BI & Visualization: Power BI (DAX, Data Modeling, DAX Studio), Advanced Excel (Pivot Tables, Power Query, VLOOKUP, INDEX-MATCH), Google Sheets

Data Engineering: Data Cleaning, Data Modeling, Data Preparation, Data Warehousing, ETL, Medallion Architecture

MIS & Reporting: MIS Report Design, Dashboard Development, KPI Tracking, Operational Reporting, Ad-Hoc Analysis, Data Reconciliation

Programming: Python (Pandas, NumPy, Statistical Testing)

PROJECTS

Business Insight 360 — Brick & Mortar and E-Commerce *| Power BI, SQL, Power Query, DAX Studio* | Link | Github

- Delivered a cross-functional Power BI reporting solution across Sales, Finance, Supply Chain, Marketing, and Executive functions, replacing Excel-based analytics.
- Transformed and modeled 1.8M+ records from MySQL and Excel using Power Query to build a scalable data foundation for enterprise-level performance analysis and optimized Power BI data model using DAX Studio, reducing storage by 30%, improving report performance by 10%, and increasing reporting efficiency by 25%.

SQL Data Warehouse and Analytics — Sales *| MSSQL, Data Warehousing, EDA* | Github

- Wrote advanced analytical SQL (window functions, CTEs, segmentation logic) on a Medallion- architecture (Bronze-Silver-Gold) data warehouse, working primarily at the Gold layer to analyze $29.3M+ in sales across 18,484 customers
- Built customer and product segmentation (VIP/Regular/New; High/Mid/Low performer) and two reusable reporting views (gold.report_customers, gold.report_products) that consolidate transactional and dimensional data for direct BI consumption.

Identified revenue concentration patterns through part-to-whole analysis — Bikes drove 96.46% of revenue on only 29.37% of customers, while Accessories accounted for 48.6% of customer share on just 2.39% of revenue.

YULU Demand Analysis — Transportation & Mobility *| Python, Pandas, NumPy, Statistical Analysis* | Github

- Conducted end-to-end EDA on 10,886 e-bike rental records, engineering 4 binned categorical features to enable group-level hypothesis testing.
- Applied T-test, ANOVA, and Chi-square tests to quantify demand drivers, confirming weather ($p = 4.97e-43$) and season ($p = 6.16e-149$) as statistically significant determinants of ride demand and identified a 6.4× demand gap between cold and hot temperature bands and found registered users drive 81% of total rentals vs. 19% casual users, informing seasonal fleet sizing and commuter-focused strategy.

WORK EXPERIENCE

Think Innov Solutions | May 2022 – Jul 2025

PLM Consultant (Data Analytics Focus) *Jun 2024 – Jul 2025*

- Built an automated Teamcenter-to-Power BI reporting pipeline using Folder Connector, enabling real-time visibility into engineering lifecycle data for 100+ users.
- Developed 5+ interactive Power BI dashboards by translating business requirements into actionable insights on product changes and project progress.

PLM Consultant *May 2022 – May 2024*

- Designed scheduled data export pipelines from Teamcenter to Excel/CSV, reducing reporting turnaround time and ensuring zero-touch dashboard refresh across 5+ reports.
- Automated 15+ workflows using conditional logic templates and auto-routing rules, eliminating manual data-handling steps across engineering operations.
- Collaborated cross-functionally with 2 enterprise clients (Mahindra and Swaraj) on requirement gathering and reporting needs.

Junior Analyst (3-Month Project Basis role)| Objectways Technologies — Coimbatore, TN | Aug 2026 – Present

Data Annotation & Curation: Curated and annotated diverse, high-volume video datasets to train Generative AI models using Encord software and Amazon Sage Maker for Smart OCR Annotation

Quality Assurance: Conducted rigorous data quality checks and identified dataset inconsistencies, ensuring high accuracy and strict adherence to complex project guidelines.

Content Optimization: Developed, reviewed, and refined structured content for digital platforms, maintaining exceptional linguistic standards for AI training inputs.

CERTIFICATIONS

- Microsoft PL300 Certified: Power BI Data Analyst Associate - Credential Link
- Microsoft DP600 Certified: Fabric Analytics Engineer Associate – Credential Link
- SQL 5 Stars | SQL Advanced – HackerRank
- Certified Siemens Teamcenter Associate PLM Consultant

EDUCATION

B.E. Mechanical Engineering | Dr. Mahalingam College of Engineering and Technology | 2021