Nupur Kannojia

Business Intelligence & AI Data Analyst

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SUMMARY

Detail-oriented and analytical data analyst with 7+ years of experience in extracting, analyzing, and interpreting complex data sets to drive business decisions. Proficient in building analytical dashboards for business strategies utilizing Tableau, and Power BI and have experience working in Agile DevOps. Skilled in data analysis, data engineering, AI analysis, data warehousing, data modelling, data manipulation, data transformation, marketing, HR and supply chain management analysis.

SKILLS

Programming Languages Python, R Programming, SQL, DAX
Tools & Technologies SQL Server, PyCharm, Spyder, SAP, Machine Learning, Jupyter notebook, R Studio, Pandas, NumPy, Statistics, PowerPoint, MS Excel, Project Portfolio Management (Clarity), SAP HANA, Oracle Cloud, Databricks, CI/CD, GitHub
Data Visualizations Tableau, ggplot2, Seaborn, Plotly, Matplotlib, Power BI
Soft Skill Time Management, Leadership, Oral and Written Communication, Analytical Skills, Quantitative Analysis, Strategic Thinking, Decision Making, presentation skill, story telling

EXPERIENCE

Business Intelligence and AI Data Analyst
Forcepoint
May 2025 – Present
Cork, Ireland

- Develop and enhance business intelligence reporting and Tableau dashboards, translating business questions into clear visual insights and actionable performance measures.
- Work with Databricks-based data environments to access, explore and analyze datasets, supporting reliable reporting and data-driven decision-making.
- Participate in Agile delivery, including sprint planning, task prioritisation and progress tracking through Jira.
- Work in an AWS-hosted environment alongside Databricks, collaborating with technical teams on data and analytics workflows.
- Use Salesforce data to support business analysis, reporting requirements and insight generation.
- Contribute to AI projects by supporting data analysis, evaluating business use cases and collaborating with technical teams on analytical solutions.
- Work with Databricks to access, explore and analyse data, supporting reporting requirements and data-driven decision-making.
- Develop and maintain Tableau dashboards and BI reports, presenting key business metrics, trends and actionable insights to stakeholders.

Supply Chain Data Analyst
PepsiCo
Oct 2022 - Apr 2025
Cork, Ireland

- Gathered, integrated, and analyzed large datasets from the SAP HANA for real-time data processing and analytics.
- Demonstrated proficiency in ETL, data mining, cleansing, advanced excel and SQL to enhance business analysis.
- Collaborated with cross-functional teams to develop demand planning, inventory models, resulting in a 35% reduction in excess inventory and stockouts.
- Identifying opportunities to leverage SAP Master Data Management governed data sets to improve business decision making and End to End process effectiveness
- Developed and maintained supply chain dashboards and reports using tools such as Tableau and Power BI, providing real-time visibility into key performance indicators for stakeholders.
- Utilize statistical methods to identify trends, patterns, and correlations in large datasets.
- Knowledge of project management tool clarity and built an analytical dashboard on Power BI.
- Developed automated scripts in Python to streamline data extraction and transformation processes, reducing manual effort by 80%.

Data Consultant
PepsiCo
Nov 2021- Mar 2022
Cork, Ireland

- Collaborated with stakeholders to understand business needs and translated them into data-driven solutions.
- Streamlined and standardized large datasets, enhancing data integrity and consistency, reduced data processing time by 40%

and improved accuracy of reports by 15%.
- Developed and maintained supply chain churn KPI's by using analytical tool Power BI.
- Documented data cleaning procedures and maintained data dictionaries to ensure transparency and reproducibility in data cleaning workflows.
- Implemented data validation checks and automated data cleaning scripts to improve data quality and consistency.

Data Analyst Feb 2019- Sep 2020
Tata Consultancy Services (TCS) Bengaluru, India

- Generated actionable recommendations based on deep-dive analysis of website performance data using Google Analytics and provided insights to optimize user experience & marketing strategies.
- Implemented data-driven strategies resulting in a substantial 23% reduction in cart abandonment, leveraging statistical analysis and customer behavior insights.
- Developed and maintained an interactive dashboard in Tableau/Power BI to track web traffic, such as traffic, bounce rate, conversion rate, user engagement, lifetime value (LTV), customer acquisition cost (CAC), and ROI.
- Collaborated with cross-functional teams to optimize digital advertising strategies based on performance metrics derived from dashboards, contributing to a 25% reduction in cost per acquisition.
- Utilized data-driven insights to collaborate with marketing and product teams in optimizing website performance, leading to a 40% increase in online sales and improved user engagement.

Data Analyst Dec 2016- Jan 2019
Ijona Services Bengaluru, India

- Utilized Excel to conduct extensive data research, collection, cleaning and transform from diverse sources, ensuring accuracy and consistency through established procedures, resulting in a 20% increase in data quality.
- Utilized SQL queries to detect and resolve anomalies in large datasets, contributing to a 20% reduction in overall data errors within the company's database systems.
- Conducted a preliminary analysis of user behavior and campaign performance of customers, leading to the identification of cost-saving opportunities that resulted in a 15% reduction in operational expenses.
- Developed unstructured marketing campaign data and applied data mining techniques, resulting in 42 lakh annual savings and achieving 66.75% accuracy in level for over a year.

EDUCATION

Masters in data science and Analytics, Munster Technological University Sep 2020- Aug 2022
Cork, Ireland

CERTIFICATION

Microsoft Certified Fabric Analytics Engineer DP-600

LEADERSHIP

Team Leader, Ijona Services

Career Ambassador, MTU

VOLUNTEERING

TY Program

Assisted and guided students, enhancing their learning experience and supporting their development.

CSR Event

Planted trees at Down Syndrome Cork, contributing to the environment and community.

Engaged in a beach cleaning initiative, efforts contributed to restoring the shoreline.

AWARDS

Star performer quarter award
Received star performer quarter award for consistently showing top performance and taking responsibility to learn new technology and knowledge transfer of the same.

Smile award
Received multiple smile awards for automating the manual processes at PepsiCo and built useful insight through dashboard