

# ANGELINE JOYCE J

Data Analyst | [angelinejoyceaj@gmail.com](mailto:angelinejoyceaj@gmail.com) | +91 9095416613 | [GitHub](#)

## CAREER SUMMARY:

With 5 years of experience in the E-Commerce (Retail Pricing Domain) with expertise in SQL, Power BI, and Data Analysis. Skilled in writing complex SQL queries, database design (Star & Snowflake Schema), and Power BI (DAX, Data Modeling, RLS, Interactive Dashboards). Proficient in MS Excel (Pivot Tables, VLOOKUP, Data Cleaning) with a proven track record of optimizing reports and improving dashboard responsiveness by 35%.

## TECHNICAL SKILLS:

- Programming Language: SQL
- Database: MS SQL Server, MySQL
- Visualization Tools: Power BI (DAX, Data Modeling, Advanced Visualizations)
- Data Cleaning, ETL, Data Warehousing
- Advanced Excel – VLOOKUP, macro

## PROFESSIONAL EXPERIENCE:

**Data Analyst at Amazon Development Centre, Chennai.** Jun 2023 - Present

- Designed 20+ interactive dashboards in Power BI, enhancing operational efficiency by 30% and boosting user engagement by 20%
- Built complex SQL queries (CTEs, Window Functions, Subqueries) to validate and analyze customer-level data.
- Developed custom DAX complex measures, columns and advanced filtering/drilldowns, cutting data retrieval time by 25% across 12 departments.
- Optimized data workflows, reducing report development time by 20% through automation and streamlined data collection and generated business KPI's in reporting tool.
- Ensured data accuracy and consistency by implementing robust ETL processes, duplicate removal, and validation checks.
- Enforced Row-Level Security (RLS), securing data access based on user roles while maintaining performance.

**Catalog Analyst at Amazon Development Centre, Chennai.** Nov 2019 – May 2023

- Analyzing the competitor website structure, understanding how they categorize products, and identifying key attributes.
- Conducting final checks to ensure the translation meets the standards and requirements.
- To conduct a comprehensive analysis of the competitor's search methods to determine the feasibility of automating product identification.
- To interact with the business, automation, and technology teams to help system improvements.
- To enable the automated identification of identical products between Amazon and the competitor enhancing efficiency and accuracy in competitive analysis.

- Reviewed and corrected product descriptions and metadata to maintain high standards of accuracy and reducing data errors.
- Implemented process enhancements to improve product catalogue update pipeline.

#### **ACADEMIC QUALIFICATION:**

- **MBA - Human Resource Management —**
  - Pondicherry University (*June 2021, 80%*)
- **Bachelor of Engineering - ECE —**
  - Excel College of Engineering & Technology (*May 2019, 83%*)

#### **CERTIFICATION:**

- Certified in Data Science at Odin School
- Certified in JLPT – N4 and currently pursuing JLPT N3 with course completion.

#### **ADDITIONAL INFORMATION:**

- Interests: Business Analytics, Dashboard Designing, Learning new skills
- Language: English, Tamil

**GitHub:** [GitHub Profile](#)

