

## DATA VISUALISATION

### COMPANY OVERVIEW

Tata Group is an Indian multinational conglomerate company headquartered in Mumbai, India. It encompasses seven business sectors: communications and information technology, engineering, materials, services, energy, consumer products and chemicals. Tata Group was founded in 1868 by Jamsetji Tata as a trading company. It has operations in more than 80 countries across six continents. Tata Group has over 100 operating companies with each of them operating independently.

**Tata Sons** is the promoter of all key Tata companies and holds the bulk of shareholding in these companies.

### BACKGROUND

The Tata companies together serve over million consumer and commercial customers today across several products and services. In order for the Tata companies to better understand customer and client needs and preferences, action life stages, needs, value, and potential, and enhance value and experience; the Tata companies need to develop robust data and information management capability and customer analytics. The vision is to eventually create the best in-house capability for data analytics amongst any large corporate. To achieve the above aims, it has been decided to establish an independent Tata company focused on building a common data analytics platform and help Tata Group companies. This company is being incubated in the initial phase as a division of Tata Industries and will subsequently be structured as a separate company to build Big Data Analytics and Data Science capabilities catering to but not limited to the 'Consumer' brands of the group.

### Tata Insights and Quants - Journey to Date

Company: Tata - Insights and Quants - A Newly started division by Tata Industries.

<http://www.livemint.com/Companies/PCgvCZILuJKV68UKVHZRJO/With-new-analytics-arm-Tata-aims-to-make-better-sense-of-da.html>

**Employer Brand:** : [www.tataiq.com](http://www.tataiq.com)

Tata iQ in 18 months of its inception was recognized in the list of Analytics India Magazine's (AIM) Top 10 most desirable Analytics Indian Firms to work for in 2016:

<http://analyticsindiamag.com/top-10-analytics-firm-wish-worked-2016/>

### Generating Value for Customer:

Fourteen Tata companies are partnering Tata Insights and Quants (Tata iQ), a Big Data firm, to analyse data collected from users, consumers and make sense of it to put changes in place

<http://www.livemint.com/Companies/5om8ebrv6p02jGCcRB3j3K/Tata-companies-use-Big-Data-to-craft-strategies.html>

<https://cio.economictimes.indiatimes.com/news/strategy-and-management/how-ranjit-satyanath-plugs-into-it-to-power-up-croma-for-the-digital-era/65050926>

## Contributing to Community through big data:

In line with the Tata group's philosophy of giving back more to the society than what it takes, Tata iQ, Tata group's big data and decision Sciences Company.

### [Okhai partners with Tata iQ to deliver big impact through big data](#)

#### Company : Tata Insights and Quants

Role : Data Visualisation (Tableau)

Role Type : Individual Contributor

Role Description : Data Management and Visualisation Developer/ Designer/Architect

Location : Mumbai | Bangalore | Jamshedpur | Kalinga Nagar – All locations

#### Key Responsibilities:

- Experience with the design and development of Tableau visualization solutions.
- Experience with creation of users, groups, projects, workbooks and the appropriate permission sets for Tableau server logons and security checks.
- Dashboards and document designing experience.
- Strong DW-BI Skills; Data modelling and advanced Reporting experience.
- Advanced knowledge of reports performance optimization; Perform administrative and support activities across a multi-environment Tableau infrastructure including security administration, release management, troubleshooting and general systems maintenance.
- Perform development activities from gathering requirements and designing solutions, through developing code / reports, to testing and release / deployment.
- Ability to analyse and dissect user requirements and build front-end BI applications according to specifications.
- Collaborate with end users, project stakeholders and support partners to identify needs, goals, and business models.
- Create complex formulas and calculations within Tableau to meet the needs of complex business logic
- Good knowledge on Level of Detail Expressions & Web data connector.

o Regression, Simulation, Scenario Analysis

o Time Series Modelling

o Classification - Logistic Regression, Decision Trees, SVM, KNN, Naive Bayes

o Clustering, K-Means, Apriori

o Ensemble Models - Random Forest, Boosting, Bagging

o Neural Networks

#### Technical Skills:

- Experience in Analytics domain necessary
- Experience in working with
  - o SQL, Any ETL Tools and Reporting Tools – Tableau, Power BI, D3.js and other open source javascript libraries

- o Linux
- o Hadoop Eco System (Preferably Cloudera), Hive, Python
- o NoSQL Databases like Hbase, Cassandra or MongoDB
- o Basic knowledge of working with Java and OOPs

### Proficiency Level:

The associate has basic awareness and comprehension of the skill and is in the process of acquiring this skill through various channels.

The associate possesses working knowledge of the skill and can actively and independently apply this skill in engagements and projects.

The associate has comprehensive, in-depth and specialized knowledge of the skill. She / he has extensively demonstrated successful application of the skill in engagements or projects.

The associate can function as a subject matter expert for this skill. The associate is capable of analysing, evaluating and synthesizing solutions using the skill.

### Years of Experience:

- 3 to 8 years of professional working experience

### Educational Qualification:

- Bachelors / Masters in Engineering, Science, Mathematics, Statistics, Economics, Finance