

AJITH KUMAR NAIDU RS

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Summary

Power BI Developer with over 4 years of experience delivering actionable insights through data visualization, complex SQL query writing, and ETL pipelines using Power BI, SQL, Python, and Excel. Proficient in designing interactive dashboards, optimizing data models, and automating reports to drive business decisions. Skilled in advanced SQL (CTEs, window functions, query optimization), data integration, data governance, and stakeholder collaboration across e-commerce, travel, and logistics domains. Completed self-study in data analytics and BI tools, adaptable to Tableau and R, with a proven track record of improving operational efficiency and revenue growth.

Skills

- **BI Tools:** Power BI (DAX, Power Query, RLS, Bookmarks, Tooltips, Drill-throughs), Excel (Advanced Formulas, PivotTables), adaptable to Tableau, Portfolio: github.com/ajithkumarrs/portfolio
- **Programming:** SQL (Hive, BigQuery, MySQL; Complex Query Writing, CTEs, Window Functions, Stored Procedures, Query Optimization), Python (Pandas, NumPy), M Language
- **Data Analysis:** Data Modeling, ETL Pipelines, Data Cleaning, Data Extraction, Data Integration, Statistical Analysis, SQL Query Development, Ad Hoc Reporting
- **Reporting & Analytics:** Exploratory Data Analysis (EDA), KPI Dashboards, Time Series Analysis, Data Governance, Report Automation, Performance Optimization
- **Soft Skills:** Critical Thinking, Communication, Stakeholder Collaboration, Problem-Solving
- **Domains:** E-commerce, Travel & Hospitality, Logistics

Experience

Business Intelligence Analyst

Flipkart Bengaluru

August 2024 – Present

- Wrote complex SQL queries (CTEs, window functions) to extract and clean large-scale datasets (sales, selection, seller, campaigns) for the Market Place SSE Department, achieving 99.5%+ reporting accuracy in Power BI.
- Developed optimized ETL pipelines using Hive, Spark, and BigQuery for data integration into Power BI, reducing data processing time by 20%.
- Designed interactive Power BI dashboards with DAX, Power Query, and KPI trackers (GMV, AOV, repeat rate), improving stakeholder decision-making efficiency by 25%.
- Optimized Power BI report performance by refining DAX queries and SQL data models, improving dashboard load times by 15%.
- Conducted Exploratory Data Analysis (EDA) with SQL and Python (Pandas) to identify trends, pricing gaps, and bottlenecks in listings, enhancing selection health by 15%.
- Delivered ad hoc Power BI reports and SQL-based analyses for urgent stakeholder requests, enabling rapid decision-making with 95%+ on-time delivery.
- Integrated Power BI reports into internal Marketplace applications for real-time data visualization, leveraging SQL queries and Spark backends.
- Implemented data governance practices, including Row-Level Security (RLS) in Power BI, ensuring compliance with internal data policies.
- Performed MoM/YoY performance analysis using DAX and optimized SQL queries, enhancing campaign and assortment strategies.
- Collaborated with senior leadership to deliver actionable insights within SLA timelines, using SQL-driven Power BI solutions.

Senior Consultant (Product Team)

Via.com / EBIX TRAVELS PRIVATE LIMITED *Bengaluru*

September 2022 – August 2024

- Built dynamic Power BI dashboards for hotel pricing and booking trends using complex SQL queries (stored procedures, joins), reducing report generation time by 30%.
- Engineered SQL-based ETL pipelines with CTEs and views for data integration, modeling high-volume transactional data (bookings, cancellations) for Power BI.
- Created secure Power BI dashboards with DAX measures, Power Query, and RLS, enabling role-based access for revenue teams, improving data accessibility by 20%.
- Optimized Power BI report performance by streamlining SQL queries and DAX calculations, reducing dashboard refresh times by 12%.
- Conducted EDA using Python (Pandas) and SQL window functions to detect booking anomalies, improving campaign targeting by 18%.
- Tracked KPIs (RevPAR, ADR, occupancy) with SQL-driven Power BI reports, ensuring data governance compliance for B2B partners.
- Integrated Power BI dashboards into partner portals for real-time tracking, supported by optimized SQL queries.
- Collaborated with product and revenue teams in a client-facing role to deliver filterable reports, enhancing partner satisfaction by 15%.
- Documented SQL and Power BI methodologies for self-serve analytics, ensuring scalable BI solutions.

Ro Captain

WheelsEye *Bengaluru*

April 2021 – July 2022

- Led fleet analytics with Power BI dashboards, using DAX and complex SQL queries to integrate reports into operational systems, boosting efficiency by 20%.
- Executed SQL ETL processes with stored procedures for data extraction and cleaning, optimizing data models for Power BI, improving data availability by 25%.
- Defined KPIs (YTD sales, fleet uptime) using DAX and SQL, driving 12% sales growth through real-time Power BI visuals.
- Performed trend analysis with Python and SQL queries, identifying bottlenecks and reducing delivery delays by 15%.
- Documented Power BI and SQL pipeline processes, ensuring consistent reporting and data governance standards.
- Delivered data-driven recommendations to stakeholders, enhancing fleet utilization with SQL-supported insights.
- Automated recurring reports using Python scripts and SQL-driven Power BI refreshes, saving 10 hours weekly.
- Trained operations team on Power BI and basic SQL query writing, increasing analytics adoption by 30%.

Key Account Manager

Rupeek *Bengaluru*

October 2020 – April 2021

- Exceeded sales targets by 15% through lead generation and customer acquisition.
- Enhanced stakeholder satisfaction through effective relationship management.

Vendor Manager

Net Ambit *Bengaluru*

February 2019 – October 2020

- Streamlined restaurant onboarding for Swiggy, reducing setup time by 18% using data-driven coordination.
- Optimized menus and pricing with Excel, increasing order acceptance rates by 20%.

Education

Bachelor's Degree, Mechanical Engineering

Kammawari Sangam School of Engineering and Management

June 2015 – March 2018