

Anita Shinde — *An Incredibly Successful Business Analyst with 12+ Years of Practical Experience, Successfully Completing more than 25+ Analytics Projects Overall.*

Email-Id – anitapowerbi@gmail.com

Mob No. - +91 – 9702435673

LinkedIn - <https://www.linkedin.com/in/anita-shinde-147544168>

GitHub: <https://github.com/anitaplus?tab=repositories>

PROFESSIONAL SUMMARY

- 12 +Years of total Professional Experience with Business Intelligence tools like **Tableau/ Power BI (Power BI Desktop and Power BI Service).**
- Prepare **Business Requirement Document (BRD) & Functional Requirement Document (FRD)**
- **Leading a design, implementation, development of critical Business Intelligence Projects which improve business performance.**
- Experience in connecting with multiple data sources like **Azure SQL Server, and Excel, GCP, Salesforce Web Links, share points, Snowflakes** from Power BI to build complex Data models, Dataflows.
- Good Exposure to **Data mining, Data Modelling, Data Cleansing, Report, dashboard creation, of Power Query, Power Automate, Power pivot** in Power BI.
- Engage in the development of the BI environment, centralized data warehouse, **ETL tools, and strategy, create an analytical and data-driven** strategic roadmap.
- Extensively used different Categories of DAX functions like **Time Intelligence Function, Filter Functions, Date Functions, Logical Functions, Text Functions, Number and Statistical Functions** for Creating New Information.
- Excellent interpersonal and communication skills, technical competent and result oriented with strong problem-solving skills.
- Authorized and set permissions on BI reports / Dashboards. Also define user role in PROD workspace.
- Worked on On-Premise **Data Gateway to Refresh and Schedule Refresh** the Data in the Datasets.
- Actively play role in hiring process to validate required skillset.

TECHNICAL SKILLS

Data Visualization Tools	Power BI, Tableau, Microsoft Excel, Python, Power Automate
ETL	Azure Data Factory, Power Query Editor, Fivetran , SSRS

Database	SQL Server, Mongo DB, Data Warehouse, Azure DB, Snowflakes
Languages	SQL, Python, HTML, CSS
Applications and Tools	Microsoft Office, SQL developer, Notepad++.
Advance skills	Machine learning, Deep learning, NLP, Artificial Intelligence
Operating System	Windows 10, Windows XP, 2000, Windows 7,

EDUCATIONAL CREDENTIALS:

- ❖ M.E. (Electronics and Telecommunication) From Mumbai University in 2012
- ❖ B.E. (Electronics Engineering) from Pune University in 2007
- ❖ Diploma in Electronics and communication from MSBTE

CERTIFICATION:

- ❖ Microsoft PL – 300 , AI- 900.
- ❖ Certification in “**Python**”, “**Power BI**”, “**Tableau**”, “**DSAR**”, “**Statistics** “, “**Machine Learning**” by iNeron academy.
- ❖ Certification in “**Python for Machine learning**”, “**SQL**,” **Power BI**” by Udemy.
- ❖ Certification in “**Tableau**” by Great Learning.
- ❖ Online certification in “**Data Analysis with Python**” by IBM on coursera.
- ❖ Online certification in “**Open-source tools for data science**” by IBM on coursera.
- ❖ Attended Online short-term training program on “**Recent Trends in Data science and Information Security**” organized by RAIT.
- ❖ Online development Program on “**Artificial Intelligence**”, organized by Brain vision solution pvt. Ltd.

WORK EXPERIENCE

Accenture - Team Lead – Power BI App Development 12 Feb 2024 – Now

- Lead and mentor a cross-functional analytics team supporting product, business, marketing,
- Collaborate with functional leads to align analytics projects with business owner.
- Own and evolve the KPI frameworks for products and business performance.
- Build & ensure high quality and consistency of BI dashboards and reports.

Synergy Group, Mumbai - Lead Data Analyst Sep2022- 30 Jan -2024

- Coach and manage a team of analysts, fostering growth and delivery excellence.
- Drive adoption of analytics tools and self-serve capabilities within departments.
- Develop and manage dashboards, reports, and data visualizations using BI tools such as Power BI, Tableau.

Immenso Software - Sr. BI Developer Feb 2021- Aug 2022

- Build reports/models ad-hoc reporting, dashboard from raw data/databases for forecasting, trending, Predictive analytics.
- Collaborate in active participation with senior management to establish goals, objectives, and strategies inside the organization.
- Analyse sales trends, market performance, and customer behaviours to identify opportunities and risks.

Planet Technology - Data Analyst Jan 2019 - Jan 2021

- Create and maintain compelling dashboards and visualizations using tools such as Tableau, Power BI, and Python, ensuring stakeholders can access actionable insights.
- Extract data from data sources by required SQL query and perform ETL using Power Query editor.

- Ensure data accuracy, integrity, and security by collaborating with IT and data engineering teams.

MGM CET – Researcher

June 2014 to December 2017

- Collaborate on data preparation for visualizations of collected data to explore, validate, and interpret the outputs of data processing pipelines.
- Conduct literature reviews and perform analysis on built environment and gait features.

A.C. Patil College - Assistant Professor August 2010 to February 2013

- Deliver lectures, develop curricula, and supervise students' research and theses.
- Publishing scholarly works, presenting at conferences, and serving on university committees to shape academic policy and planning.

VJTI, Matunga - Lecturer 10 Jan 08 to 31 May 09

- Teaching, conducting research, and contributing to the institution's administration.
- Mentoring students and advancing their academic field.
- Question Paper setting and evaluation of answer sheet.

Training Program conducted

- Webinar on “Data Analytics and Visualization in Power BI and Tableau”, Sterling Collage of Management, Nerul, Navi Mumbai.
- Webinar on “Python Programming and data Analytics”, Meritorium Knowledge Academy.

PROJECT SUMMARY

25 + Projects done till now few are described as below.

Project: Vessel Accounts

Role: Lead Business Analyst - BI

Sep 2023 – Jan 2024

- Gather requirements from **business teams**, formulate requirements in technical.
- Prepare **Business Requirement Document (BRD) & Functional Requirement Document (FRD)** of the report/dashboard.
- Perform data extraction and data manipulation, **data cleansing** on large datasets to achieve accurate and fast visualization on Power BI
- Developed **power BI reports and dashboards and provide Row level security**.
- Created calculation fields by using a different type of **DAX** functions.
- **Documentation, design data structure, develop dashboards and publish to target audience.**

Cost_Overview

Role: Lead Data Analyst- BI

Jan 2023 –June 2023

Responsibilities:

- Design Project strategy & guide team to implement.
- Data Extract, Transform and Preprocessed, cleansed using power query editor.
- Developing reports, dashboards, KPIs with interactive visuals (pre-built & custom) and Slicers.
- Data refresh settings on prem as cloud.
- Create report, Dashboard and publish on power BI server.
- Design Row level security.
- Work on security with respect to data access, distribution of reports and Dashboards

- Ability to turn large amounts of raw data into actionable information.

Project No	Domain	Data source	BI Tool	Client Details	Solution
1	Finance (Cost Overview)	Azure SQL, Flat files, Snowflakes	Power BI	SG	<ul style="list-style-type: none"> • Transform data sets, perform analysis, validate data. and structure it to be presented in compelling. • Power BI dashboards and reports for presentations • Analysis of expense against budget • Provide expense insights to cut down cost.
2	Supply Chain	Shipnet to Azure Sql	Power BI		<ul style="list-style-type: none"> • Develop dashboards to analyze buyer performance b Tracking order status.
3	CRM	CRM	Power BI	USA	<ul style="list-style-type: none"> • Developed power BI reports and dashboards from data sources.
4	Finance	Snowflake Flat files, API	Power BI	USA	<ul style="list-style-type: none"> • Transform data sets, perform analysis, validate data and structure it to be presented in compelling Power BI dashboards and reports for presentations