

Pratima Mahananda

Senior Analyst

An insightful Market Research, and Power BI Data Analyst with more than seven years of experience. Earnest and data-driven with a comprehensive background in completing strategic market planning, developing new business strategies, and creating marketing plans. Implemented SWOT based analysis that boosted clients' business growth by 20%, surpassing all objectives and goals.



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WORK EXPERIENCE

Senior Analyst Zensar Technology

09/2021 - 10/2023

Pune (2yrs)

Achievements/Tasks

- Developed interactive healthcare reports using **Power Query**. Applied **modeling** techniques for data analysis.
- Detail-oriented professional with expertise in data analysis and **data warehousing**, dedicated to optimizing information management and driving strategic business decisions.
- Developed business analysis reports and visualizations by utilizing **DAX** functions, including table functions, aggregation functions, and iteration functions.

Senior Power BI Analyst KANTAR

04/2017 - 09/2021

Hyderabad(4+yrs)

Achievements/Tasks

- Integrated custom visuals and transformed operational flat reports into **data models** and **Power BI** reports to meet specific business requirements.
- Developed interactive analysis **reports**, KPI scorecards, and **dashboards** for multiple projects, leveraging advanced **DAX** (Data Analysis Expressions) for marketing analytics.

Market Resreach Analyst & QA KANTAR

04/2016 - 03/2017

Hyderabad(1yr)

Achievements/Tasks

- Automated workflows using **Power automate & Apps**. Custom Visuals design and development of **Dashboards**, data modules, **RLS** for a sales integration portal built for Agency and Corporate customers of Molson Coors Project.
- Utilize **SQL** knowledge to enhance data retrieval and analysis, ensuring efficient data processing for actionable insights.
- Work closely with project managers and developers and troubleshoot multiple Issues, results in raising the marketing and sales productivity by **20%**.
- Lead teams** to create and execute testing plans and scripts for both **Data Processing** and **Scripting**, that will determine optimal application performance, analytical support.

EDUCATION

BTech - Information Technology CV Raman college of Engineering

04/2010 - 08/2014

SKILLS

Data Visualization

Reporting

Scheduling & Refresh

Power Query

Power Apps

Power Automate

Power BI

SQL

DAX

Python

SPSS

Market Resreach Analysis & QA

RLS

Excel

Performance Tuning

Data Integration and Transformation

CERTIFICATION

Power BI Beginner to Advanced

PBI basics to mastering with more advanced concepts

SQL Essential Training

CRUD Operation, retrieve and manage data efficiently

Excel 2016

Microsoft excel, spreadsheets, efficiently add functions and formulas

ACHIEVEMENTS & HONORS

KOPA (Kantar Outstanding Performer Award) (05/2019 - 05/2020)

KANTAR

- Awarded KOPA) for the **Best Employee** of 2020 for raising the marketing and sales productivity by 20%.

3- Cheers Award (05/2019 - 05/2020)

KANTAR

- For Best **Leadership** skills and **Team Handling & Training**.