Bitra Lalitha Kumari

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Professional Summary

Highly motivated and detail-oriented BI Developer with 4 years of experience in designing and developing dynamic dashboards, data cleaning, data modeling, and business intelligence (BI) tools Proficient in Power BI Desktop & Service, SQL, DAX, Power Query, and ETL, Adept at transforming raw data into insightful visualizations and actionable KPIs reporting to drive strategic business decisions. Strong collaborator with cross-functional teams and proven ability to manage complex datasets and deliver impactful solutions.

Technical Skills

- BI & Visualization Tools: Power BI (Desktop, Service), Tableau, Microsoft Fabric
- Programming & Query Languages: SQL, DAX, M Query, Python (Basic), Git
- ETL & Data Handling: Power Query, Power Pivot, Power View, Excel (Pivot Tables, VLOOKUP, SUMIF, XLOOKUP, VBA)
- Database Management: SQL Server, SharePoint, Excel, Google Sheets, Oracle
- Deployment & Automation: Power BI Gateway, Power BI Service, Azure
- Soft Skills: Analytical Thinking, Communication, Stakeholder Engagement, Collaboration, Problem-Solving

Professional Experience

- **HCLTECH**   01/2022 - Present
  Senior Analyst - Transaction Account

  ### Project: UD Trucks (Revenue and Cost Dashboard)
    - Integrated multiple data sources-SQL Server, Excel, Oracle, SharePoint, Azure, and REST APIs using Live and Import modes.
    - Optimized SQL queries, joins, subqueries, and stored procedures to enhance data retrieval performance.
    - Designed and maintained Power BI dashboards and service reports to monitor SLAs, KPIs, and service performance trends.
    - Conducted qualitative and quantitative data analysis to identify pain points, inefficiencies, and opportunities for service optimization.
    - Developed ETL pipelines using Power Query to ensure clean, accurate, and consistent data across multiple systems.
    - Created data models (Star Schema) integrating data from SQL Server, SharePoint, Oracle, and Excel for unified reporting.
    - Built automated dashboards tracking customer consumption, revenue, and operational KPIs across business functions.
    - Implemented Row-Level Security (RLS) in Power BI to ensure compliance and protect sensitive customer data.
    - Developed DAX measures and KPIs (YTD, MTD, QTD) to evaluate service performance and improvement initiatives.
    - Monitored Service Level Agreements (SLAs) and visualized service trends to support continuous improvement initiatives.
    - Collaborated with Service Owners, Analysts, and Operations teams to identify root causes and recommend actionable improvements.
    - Produced data-driven insights and recommendations, presenting findings clearly to non-technical stakeholders.
    - Conducted trend and root cause analysis to identify recurring issues impacting service quality and customer satisfaction.
    - Applied UI/UX design principles for intuitive dashboards, improving data transparency and decision-making speed.
    - Automated reporting workflows using VBA and Python (Pandas, NumPy, Matplotlib) for improved efficiency.
    - Supported data governance by standardizing metrics, KPI definitions, and ensuring version control across dashboards.
    - Migrated manual Excel reporting to automated Power BI dashboards, reducing reporting time and manual errors by 60%.

- Provided end-user support and conducted POCs to showcase BI capabilities and drive adoption across teams.
- Partnered with cross-functional teams to track service improvements, benchmark performance, and share best practices.
- Ensured data accuracy, completeness, and timeliness through testing, reconciliation, and performance tuning of dashboards.
- Presented key insights on service efficiency and customer experience to leadership, enabling informed strategic actions.
- Worked within an Agile framework, collaborating across global teams to deliver continuous BI and service enhancements.

Education

- **Andhra Loyola College** 2021
  B.Sc Electronics & Computer Science

Key Achievements

- Handled datasets of 5M+ rows with optimized DAX and incremental refresh. Applied incremental data refresh policies and optimized DAX measures with CALCULATE, SUMX, and FILTER to enhance query performance. This reduced the refresh time from hours to minutes and allowed stakeholders to access near real-time insights without performance issues.
- Recognized with the Best Team Award for demonstrating exceptional collaboration, innovation, and achieving key project milestones.

Certification

- Microsoft Certified: Power BI Data Analyst Associate - PL-300