

HARSHA A

Data Analyst

Power BI • ETL Pipelines • Data Integration • Data Pipelines • Advanced Analytics

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Bengaluru, KA | 7022048804

Data Analyst with hands-on expertise in **automated Power BI dashboards**, robust ETL pipelines using Python (**pandas, SQLAlchemy**), and multi-source data integration into high-performance data warehouses. Proven ability to optimize data models, write complex SQL queries (including window functions), and improve query performance by 25%. Experienced in transforming large, complex datasets into impactful visualizations, MIS and portfolio dashboards, reducing business reporting cycles by 30% and saving 15+ hours per week through automation. Strong in Power BI (DAX, Power Query), ETL, data integration, and data-driven analytics

CORE SKILLS

ETL & Data Engineering:	ETL Pipelines, SQLAlchemy, Data Integration, Data Cleaning, Data Modelling
Analytics & BI:	Power BI Desktop, Power BI Service, Tableau, DAX, Power Query, Data Storytelling
Databases & Data Warehousing:	SQL Server, MySQL, PostgreSQL, MongoDB
Programming & Analytics:	Python, R Programming, JMP, NumPy, Pandas
Querying & Data Analysis:	SQL, Advanced SQL (Joins, Subqueries, Window Functions)
Version Control:	Git

WORK EXPERIENCE

New Street Technologies Pvt Ltd January 2024- September 2024

Associate Data Analyst Bengaluru, Karnataka

- Spearheaded the integration of diverse data sources and developed robust ETL pipelines using Python frameworks (**pandas, SQLAlchemy**) ensuring seamless data flow across systems.
- Designed and implemented a high-performance **Data warehouse**, improving data accessibility and query efficiency, resulting in a 30% reduction in business reporting cycles.
- Designed and deployed visually impactful **Power BI dashboards** using DAX and Power Query, identifying 10% revenue growth opportunities through data-driven insights and trend analysis.
- Created and optimized efficient **Data Modeling** in Power BI, improving **data relationships** and enhancing visualization accuracy for more informed decision-making.
- Transformed complex, large-scale data sets into **Data visualizations**, charts, and graphs, enabling better decision-making across teams.
- **Automated MIS and portfolio Power BI dashboard** reports, saving 15+ hours per week and empowering teams to focus on strategic initiatives.
- Authored and optimized complex **SQL queries**, including window functions, achieving 25% faster query performance in data-intensive applications.
- Leveraged **SQL queries** for comprehensive data extraction, calculations, and operations, enhancing overall data processing workflows.

SYNEVERSE

Data Analyst September 2022– December 2022

Bengaluru, Karnataka

- Gathering, deciphering, and scrutinizing data concerning automation within the **automotive sector**
- Created an interactive dashboard leveraging **Power BI**
- Delivered tailored reports focusing on automation benchmarks and **industry trends**
- Enhanced **decision-making** processes through intuitive and interactive visual representation.

PROJECTS

Loan Portfolio ETL Pipeline :

- Built an **end-to-end ETL pipeline** in Python to integrate data from **PostgreSQL and MongoDB**.
- Applied **data cleaning and fuzzy matching** to standardize inconsistent region names.
- Computed key loan portfolio metrics (EMI, arrears, outstanding, DPD buckets).
- Generated **analytics-ready tables** to enable portfolio monitoring and business decision-making

Mobile Sales Analysis Dashboard | Power BI :

- Developed an interactive **Power BI dashboard** to analyze mobile sales across brands, models, cities, and payment methods.
- Implemented **time intelligence (MTD, YTD, Same-Period-Last-Year)** using custom calendar tables and DAX measures.
- Built KPIs for total sales (769M), transactions, units sold, and average price, with drill-downs by year, quarter, month, and day.
- Delivered insights on regional sales, top-performing brands/models, and customer ratings, enabling data-driven decision-making.

EDUCATION

MBA in Business Analytics - 8 CGPA
Ramaiah University of Applied Sciences

February 2021– November 2023
Bengaluru, Karnataka

B.com
Sri Aurabindo First Grade College

July 2018– August 2021
Bengaluru, Karnataka