

# Ayushi Gupta

Lead BI Associate

**Phone:** 884 0 229 79 0  
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- A logical, analytical thinker with excellent learning skills as a BI Consultant with experience of around 5 years.
- Good working knowledge in Data Modelling including Dimensional Data modelling, Star Schema/Snowflake schema, Fact & Dimension tables, and Physical & logical data modelling.
- Experience in working with SQL queries and optimizing them.
- Experience with Power BI (Desktop) and Power BI (Service).
- Work on the Power BI reports & dashboards with SQL Server, Sharepoint, Excel, and PowerBI Dataflows.
- Comfortable working with filters, calculated columns, measures, relationships, and transformations of the Edit Query section.
- Proficient in handling multiple projects simultaneously with client satisfaction and able to adapt Client's business approach quickly in response to evolving clients.
- Understanding Client Business, their logic, and queries raised by clients identifying the problem and solutions, and analyzing them to generate meaningful insights and better solutions.
- Team Player with good interpersonal and communication.
- Always ready to take on new challenges and learn new skills.

## TECHNICAL SKILLS

- Languages: DAX, SQL, M Query
- Tools: Power BI, Power BI Service, DAX Studio, Tabular Editor
- Database: MS SQL Server, Azure DataBricks
- Domains: HR Operations, HealthCare, Manufacturing
- Methodologies: Agile, SDLC
- Others: MS Excel
- Data Modelling, Reporting & Analytics

## EXPERI EN CE

Lead BI Associate   WNS Pvt Ltd, Gurugram	Oct 2023 - Present
Senior Data Analyst   Becton Dickinson Pvt Ltd, Gurugram	Nov 2022 - Oct 2023
Software Engineer   Mphasis Pvt Ltd	Aug 2019 - Nov 2022

## PROJECTS

WNS Private Limited - Stock Safety Adherence Tool	Oct 2023 - Present
Lead Associate	

**Technologies:** Power BI (Desktop), PowerBI (Service), DAX, Sharepoint, SAP Weaver, Power Query, Azure Databricks

**Description:** The project involves power BI reporting on their main key performance indicator - SSA (Stock Safety Adherence). It is useful for decision-making on Overstocking and understocking SKUs.

**Responsibilities:**

- Bringing down data from SharePoint and dataflows to Power BI
- Transformed data in the power query
- Creating a Power BI Dashboard and multiple report pages showing different analyses from a higher level to a granular level
- Publishing the report to Power BI workspace and apps
- Applied RLS on the Power BI report
- Optimized power BI report
- Get the UAT sign-off and Move to production

## Becton Dickinson Private Limited - Overall Equipment Effectiveness Power BI Dashboard

Nov 2022 to Oct 2023

Data Analyst

**Technologies:** Power BI (Desktop), PowerBI (Service), DAX, Sharepoint, Power Query, SQL Server

**Description:** The project involves power bi reporting on their main key performance indicator - OEE(Overall Equipment Effectiveness)

**Responsibilities:**

- Bringing down data from SharePoint to Power BI
- Transformed data in the power query
- Creating a Power BI Dashboard and multiple report pages showing different analyses from a higher level to a granular level
- Publishing the report to Power BI workspace and apps
- Applied RLS on the Power BI report
- Get the UAT sign-off and Move to production

## Mphasis Private Limited - ETL/Power BI Reporting for Iron and Steel Manufacturing Company

Aug 2019 to Nov 2022

Software Engineer

- **Technologies:** Power BI (Desktop), PowerBI (Service), DAX, SQL Server
- **Description:** The client is a leading Steel and iron equipment manufacturer. The project aimed to deliver insights into the Sales dataset, Production Dataset, and Finance Dataset along with breakdowns at different levels like Plant, Shift, Operator, and Machines.
- **Responsibilities:**
  - Understand client requirements and understanding the process of current reporting
  - Created SQL queries according to the business requirements of different master and transaction tables and imported data in Power BI
  - Created using Resumonk - Online Resume Builder
  - Optimized SQL Queries to improve performance
  - Creating Power BI reports and Dashboards for higher management to show KPI and trends
  - Created different analyses like ABC Analysis, Textual Analysis, and Run Rate Analysis

## Mphasis Private Limited - ETL/Power BI Reporting for HR Operations

Aug 2019 to Nov 2022

Software Engineer

- **Technologies:** Power BI (Desktop),PowerBI (Service),DAX, Power Query
- **Description:** The client is an operations management and analytics company. The project aimed at providing insights regarding Process Efficiency and Resource Productivity. Converting reporting from dozens of Excel files to Interactive Power BI reports and Dashboards was the win of the project.
- **Responsibilities:**
  - Understand client requirements & Involved in requirement gathering and getting sign off from the users
  - Creating Power BI reports and Dashboards for higher management to show KPI and trends
  - Used Table, Matrix, Bar, Card, Slicers visualizations. Created New Calculated Column and Measure using DAX Expression

## Mphasis Private Limited - UI/UX for Insurance Firm

Aug 2019 to Nov 2022

Software Engineer

**Technologies:** ReactJs, JavaScript, HTML, CSS

**Description:** Client is a leading insurance provider. The project aimed at creating user experience windows.

**Responsibilities:**

Designed and Developed Rich User Interface using Angular

Part of the team that engaged in understanding the initial requirements of a project, converting the requirements into functional specifications, and propose solutions

Worked on IBM Web sphere, Temenos

EDUCATION

IERT Allahabad

2015-2019

Bachelor Of Technology

76.2%

Theosophical Inter College Etawah

2012-2014

HSC

82.2%

St. Peter's School ,Etawah

2011-2012

SSC

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SKILLS

- Effective Communication Skills (written + verbal)
- Good Leadership skills,
- Team player
- Problem Solving