

# S LAKSHMI TEJA KUMAR

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## Data Analyst

### SUMMARY

Power BI Developer with 4 years of experience building 20+ interactive dashboards using Power BI, DAX, SQL, MySQL, and Power Query. Skilled in data modelling (Star/Snowflake schema), KPI tracking, and report automation, delivering 30% faster decision-making and 25% improved data accuracy. Expertise in Power BI Service, Gateway, Row-Level Security (RLS), and deployment pipelines for enterprise BI solutions.

### TECHNICAL SKILLS

**Tools & Technologies:** Power BI Desktop, Power BI Service, Power BI Gateways, SQL Server, Data Modelling.

**Power BI Developer:** DAX, ETL, Data Lake, Power Query, Data Visualization, SharePoint, InteleX, Data Warehouse, RLS, Performance Tuning, Report Optimization, Data Pipelines, Data Validation, Bookmarks.

**NIQ (Data Analyst):** Snowflake, Python, Excel, Stakeholder Collaboration, Agile.

Project Management, Business Requirement Gathering, Power Apps, Power Automate, KPI.

### PROFESSIONAL EXPERIENCE

NIQ (Data Analyst)

May 2024 – Nov 2025

Geo Perform | Chennai | Sources: API, SQL, EXCEL, PowerBI (Semantic models)

- Developed and deployed 20+ Power BI dashboards for supply chain, finance, and operations, reducing manual reporting time by 30% and improving visibility across departments.
- Integrated data from 10+ sources (SQL, Excel, Snowflake, InteleX) into centralized BI models, ensuring consistent and high-quality datasets for analysis.
- Designed structured data models and DAX measures for complex KPIs such as profit margins, churn rate, and forecast accuracy, improving analytical precision by 25%.
- Analysed large datasets with a 3M row dataset using SQL and Python to uncover performance trends and business opportunities, contributing to a 15% increase in sales.
- Implemented row-level security (RLS) and configured incremental data refresh for 1M+ row datasets, scheduled every 3 hours with weekly full refreshes, maintaining secure and optimized performance.
- Automated data cleaning and transformation processes in Power Query, increasing data accuracy by 25% and reducing manual rework time by 10+ hours weekly.
- Collaborated with 3+ cross-functional teams to define KPIs, track project outcomes, and deliver data-driven solutions aligned with business goals.
- Trained 25+ end users on Power BI report interpretation and usage, promoting self-service analytics adoption across teams.

**NIQ (Data Analyst)**

**Asian Brown Bravery, Nestle | Chennai | Sources: EXCEL, SQL**

**Jan 2023 - Jun 2024**

- Connected Power BI to 5+ diverse data sources, including SQL, MySQL, Excel, and internal systems, consolidating data for accurate, centralized reporting.
- Utilized Power Query for data cleaning, transformation, and shaping, reducing data preparation time by 35% and improving data reliability.
- Designed and optimized data models with well-defined relationships, enabling complex DAX calculations and improving report refresh speed by 40% and cross-functional reporting accuracy by 20%.
- Developed 10+ interactive dashboards for sales, finance, and operations, enhancing business visibility and decision-making efficiency by 30%.
- Created advanced DAX measures and KPIs (sales growth, profit margins, customer churn) for in-depth analytics and actionable insights.
- Ensured data governance and validation compliance, maintaining 99% uptime, reducing data errors by 20%, and continuously implementing best practices from the latest Power BI feature updates.

**Marketing & Regional Manager**

**MORE Retail Private Limited | Tirupati | Sources: EXCEL, ORACLE**

**Oct 2021 - Aug 2022**

- Managed regional sales and marketing operations, overseeing multiple retail outlets and achieving an 18% increase in overall sales revenue.
- Crafted and maintained Excel dashboards to track daily sales, footfalls across 4 retail outlets, improving forecasting accuracy by 45% and supporting 20+ lakhs rupees’ monthly sales.
- Planned and executed marketing campaigns across digital, print, and in-store channels, improving customer engagement by 22% and expanding the new customer base.
- Conducted 7P’s market research to identify key trends, target audiences, and competitive positioning, supporting data-backed decision-making for regional strategies.
- Worked closely with 3 teams, such as sales, product, and creative teams, to ensure consistent brand messaging and coordinated promotional activities across channels.
- Monitored campaign performance and ROI, analysing customer insights to optimize budget allocation and reducing dumping cost by 27% on standard dumping Percentages.

**EDUCATION**

**Birla Institution of Technology & Science**

**Jun 2025 - Aug 2027**

Master of Business Administration | Business Analytics

**Emeralds Degree & PG College**

**May 2018 - Jul 2021**

Bachelor of Business Administration | Marketing – 92%

**AWARDS**

- **Most Innovative Employer of the Year** – Recognized for implementing creative data solutions and driving process improvements through Power BI innovations.
- **Overall Best Employee – Division Two** – Honoured for exceptional performance, collaboration, and consistent delivery of high-quality business insights.
- **Excellence in Quality & Productivity** – Maintained 94%+ data accuracy across weekly deliverables.