

DINITH PERERA

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PROFESSIONAL SUMMARY

Data Analyst skilled in **SQL, Power BI, and Python** with hands-on experience delivering **insightful dashboards and data models** for business decision-making. Adept at **transforming large datasets into actionable intelligence** that improves efficiency and strategic clarity. Passionate about **data storytelling, automation, and driving measurable impact** through analytics.

EXPERIENCE

Associate Business Analyst

Analytical Instruments (PVT) LTD | Borella, Sri Lanka | Jan 2026 – Present

- Automated management and financial Excel reports using Power BI Dataflows, reducing manual work and improving reporting accuracy and team productivity.

Freelance Power BI Analyst

Private Client – Education Sector (University Project), Bandar Seri Begawan, Brunei | Apr 2025 – Present

- Designed and delivered **interactive Power BI dashboards** visualising financial, student, and operational metrics, enabling leadership to make faster, data-backed decisions.
- Automated manual Excel reports**, cutting weekly reporting effort by an estimated **60%** and improving data accuracy.
- Conducted **Power BI training** for non-technical staff, increasing internal data self-sufficiency and dashboard adoption across departments.

Business Intelligence Intern

PickMe Digital Mobility Solutions | Nugegoda, Sri Lanka | Jun 2023 – Jul 2024

- Conducted **customer behaviour analyses** using SQL and Python on **1M+ PickMe user records**, identifying actionable segments for marketing and retention.
- Developed **geospatial dashboards** to detect fraudulent driver activity and competitor presence, helping prevent **potential revenue leakage**.
- Built KPI-driven dashboards for **Account Manager performance**, introducing data transparency in sales evaluation and target-setting.
- Completed **50+ BI tickets and ad-hoc analyses**, delivering timely solutions to business-critical questions from operations, finance, and marketing teams.
- Represented the **BI team** in **JumJum war rooms** — PickMe's expansion project in Nepal — providing real-time data insights to guide strategic and operational decisions.
- Built and deployed **20+ interactive Power BI dashboards** to monitor delivery performance, customer behaviour, and operational KPIs for both PickMe and JumJum.

EDUCATION

Bachelor of Science (Honours) in Business Data Analytics – First Class Honours

University of Westminster (IIT) | Colombo, Sri Lanka

- Industrial Placement at PickMe Digital Mobility Solutions

G.C.E. Advanced Level – Biology Stream

Holy Cross College | Kalutara, Sri Lanka | May 2021

PROJECTS

Comparative Need State Analysis for Ride-Hailing Platforms: PickMe vs. Uber

Final Year Research Project

- Collected and analysed survey data from **400+ respondents** to identify four distinct customer segments using **K-Modes clustering**.
 - Built an **interactive Power BI dashboard** visualising customer profiles and behavioural insights to support **targeted marketing and retention strategies**.
 - Demonstrated how **data-driven personalisation** could improve user frequency and loyalty within competitive ride-hailing markets.
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CERTIFICATIONS

- **Introduction to Microsoft Power Platform** – Microsoft (Oct 2025)
 - **Use of Power Platform for Custom & Automated Solutions** – Microsoft (Oct 2025)
 - **Prepare for the Power BI Data Analyst (PL-300)** – LinkedIn Learning (Mar 2025)
 - Completed **25+ LinkedIn Learning courses** in SQL, Python, Business Intelligence, and Data Analytics (full list on LinkedIn profile).
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TECHNICAL SKILLS

- **Analytics Tools:** Power BI, Tableau, MODE Analytics, Excel, Power Query
 - **Languages:** SQL, Python (pandas, matplotlib, seaborn)
 - **Business Intelligence:** DAX, KPI Tracking, Data Modelling, Dashboard Design
 - **Machine Learning:** Clustering, Regression, Predictive Modelling
 - **Other:** Git, Data Cleaning, Data Transformation, Visualisation Storytelling
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LEADERSHIP & EXTRACURRICULARS

- **Director of PR & Marketing** – Data Analytics Society, IIT (2022–2023)
 - **Participant** – Startup Essentials Program, Uki (Jun–Aug 2025)
 - **House Captain, Prefect, Best Athlete** – Holy Cross College (2019–2020)
 - **Champion** – Divisional Circuit Meet (2020)
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REFERENCES

Miss Abarnah Kirupananda

Senior Lecturer / Course Leader – IIT, Sri Lanka

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Mr. Fouzul Hassan

Assistant Lecturer – IIT, Sri Lanka

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