

# DINITH PERERA

vdinithperera@gmail.com | +94 76 88 95 297 | Kalutara, Sri Lanka | [LinkedIn](#) | [GitHub](#)

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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.

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## 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.
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## 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

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## 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

[abarnah.k@iit.ac.lk](mailto:abarnah.k@iit.ac.lk) | +94 76 82 09 749

### Mr. Fouzul Hassan

Assistant Lecturer – IIT, Sri Lanka

[fouzul.h@iit.ac.lk](mailto:fouzul.h@iit.ac.lk) | +94 76 57 72 964