

# Pooja Nair

Analytics & BI Engineer | Microsoft Fabric (PL-300 | DP-600 | DP-700) | +91-8104288688

[Email](#) | [LinkedIn](#) | [Portfolio](#) | [GitHub](#) | [Tableau](#) | [Medium](#) | [Academic Projects \(Great Learning\)](#)

## PROFESSIONAL SUMMARY

Microsoft Certified Analytics professional (PL-300, DP-600, DP-700) transitioning into the data domain with a strong foundation in enterprise BI and the Microsoft analytics ecosystem. Hands-on experience in Power Query transformations and building performant Power BI reports using DAX measures, Row-Level Security (RLS), data refresh, and model optimization. Working knowledge of semantic model concepts and analytics-focused solution understanding through certification-aligned projects. Skilled in data analysis, integrating SQL and Excel data, and generating business insights to deliver reliable KPIs and support data-driven decision making, bringing a business-first mindset from prior operations experience and a growing focus on analytics and BI engineering.

## TECHNICAL SKILLS

### Microsoft Fabric & Power BI

- Power BI Desktop and Power BI Service
- DAX measures, time intelligence, and report optimization
- Power Query for data transformation, data preparation, and data validation
- Data modeling fundamentals including star schema, relationships, and model optimization
- Row-Level Security (RLS), workspace management, and scheduled data refresh
- Paginated Reports and Report Builder (basic exposure)
- Performance Analyzer and incremental refresh concepts
- Exposure to Microsoft Fabric concepts including Lakehouse, Warehouse, semantic models, and analytics consumption for enterprise BI

### Data Integration & Querying

- SQL (joins, aggregations, subqueries, window functions)
- Data analysis on structured data from SQL databases and Excel
- Basic ETL workflows, data preparation, and data quality checks for analytics

## WORK EXPERIENCE

### Flipkart Pvt. Ltd., Bengaluru, Karnataka

Senior Executive | Dec 2019 – May 2025

- Performed data analysis on category-level performance metrics including revenue, conversion rates, and funnel performance across 200+ product categories to support merchandising and deal strategy decisions.
- Conducted trend analysis on seasonal demand patterns and generated business insights to inform deal construct planning, contributing to a 12% increase in revenue.

### Programming & Analysis

- Python for data analysis and preparation (pandas, NumPy)
- Exploratory data analysis, data validation, and insight generation

### Data Visualization

- Power BI (enterprise dashboards, KPI reporting, reporting layer design)
- Tableau (interactive dashboards and analytical storytelling)

### Analytics & Business Skills

- Requirements gathering and business requirements analysis
- KPI definition, performance tracking, and trend analysis
- Translating business questions into data analysis and actionable insights
- Data-driven decision support and stakeholder collaboration

### Additional Tools (Academic / Project Exposure)

- Applied machine learning techniques for analytical projects (classification, clustering)
- KNIME Analytics Platform

- Tracked, analyzed, and reported key performance indicators to evaluate deal effectiveness and optimize strategies, resulting in a 15% improvement in conversion rates.
- Collaborated with cross-functional stakeholders on requirements gathering and translated business objectives into measurable performance metrics and actionable insights for decision support.

#### **Packt Publishing Pvt. Ltd., Mumbai, Maharashtra**

*Content Development Editor | Jun 2014 – Sep 2015*

- Managed initial content reviews for 60+ technical publications, improving accuracy by 25% and reducing revision cycles.

*Technical Editor | Aug 2013 – May 2014*

- Validated code accuracy across 20+ programming books, identifying and reporting 150+ bugs and errors, ensuring technical correctness and enhancing the overall quality of published material for readers.

### **SELECTED ANALYTICS & DATA PROJECTS**

- **Real Estate Pricing Analysis (Data Visualization using TABLEAU) – [Click Here](#)**
  - Performed data analysis on structured real estate data to identify pricing trends and key drivers influencing property value.
  - Designed interactive Tableau dashboards to support enterprise-style reporting and insight generation for senior management decision making.
- **Deloitte Australia Data Analytics Job Simulation on Forage - June 2025 – [Click Here](#)**
  - Conducted data analysis and reporting to support a simulated forensic analytics engagement.
  - Built dashboards to visualize KPIs and generate business insights for stakeholder review.
- **Social Media Tourism Capstone Project – [Click Here](#)**
  - Applied data analysis and machine learning techniques to analyze customer behavior and improve audience targeting effectiveness.
  - Generated insights from analytical models to support marketing decision-making and ROI improvement.

#### **ADDITIONAL PORTFOLIO:**

- Visit My Website:  
<https://poojanair5919.github.io/Portfolio/>
- Tableau Dashboards:  
[tableau.com/profile/pooja.nair3441/vizzes](https://tableau.com/profile/pooja.nair3441/vizzes)
- GitHub: [github.com/PoojaNair5919](https://github.com/PoojaNair5919)
- Analytics Articles (Medium):  
[medium.com/@poojanair5919](https://medium.com/@poojanair5919)
- Great Learning E-Portfolio:  
[mygreatlearning.com/eportfolio/pooja-nair](https://mygreatlearning.com/eportfolio/pooja-nair)

#### **CERTIFICATIONS**

- **Microsoft Certified: Fabric Analytics Engineer Associate (DP-600)** — Earned Dec 2025
- **Microsoft Certified: Fabric Data Engineer Associate (DP-700)** — Earned Jan 2026

#### **EDUCATION**

**Great Learnings Executive Learning**, Post Graduate in Data Science and Business Analytics (2024)

**Texas McCombs School of Business**, Post Graduate in Data Science and Business Analytics (2024)

- **Microsoft Certified: Power BI Data Analyst (PL-300)** — Earned Nov 2025
- **Excel Skills for Business: Essentials** — Macquarie University, Feb 2022

**Manipal University Jaipur**, MBA in Marketing Management (2023)

**Bharathi Vidyapeeth College of Engineering**, Mumbai University, Chemical Engineering (2013)