

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

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

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.

- 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
- **GitHub:** github.com/PoojaNair5919
- **Analytics Articles (Medium):**
medium.com/@poojanair5919
- **Great Learning E-Portfolio:**
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
- **Microsoft Certified: Power BI Data Analyst (PL-300)** — Earned Nov 2025
- **Excel Skills for Business: Essentials** — Macquarie University, Feb 2022

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)

Manipal University Jaipur, MBA in Marketing Management (2023)

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