

PRACHI SHARMA

Data Analyst | People Analytics | Business Intelligence | Power BI | SQL

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ABOUT ME

Analytical and results-oriented Data Analyst with 4+ years of experience in business, people, and marketing analytics. Skilled in Power BI, Looker Studio, Matillion ETL, SQL, and Excel, with hands-on expertise in automating workflows, building insightful dashboards, and driving data-informed decision-making. Adept at translating business challenges into analytical solutions and optimizing reporting efficiency across teams. Open to remote or hybrid roles in Delhi/Noida and international opportunities.

CORE COMPETENCIES

Data Visualization: Power BI, Looker Studio, Google Spreadsheets, Excel (Advanced)

Database & Querying: SQL, Power Query, AWS S3 & Redshift

ETL & Automation: Matillion ETL, Data Pipelines, Workflow Design, Data Modelling, KPI Analysis

Analytics Domains: Marketing Analytics, People Analytics, Performance Metrics, Compensation

Analysis

Soft Skills: Stakeholder Management, Collaboration, Problem Solving, Communication, Data Storytelling

WORK EXPERIENCE

M+C Saatchi Performance | Analyst - Reporting & QA

Feb 2025 – Sept 2025

- Built interactive Power BI dashboards for monitoring and analyzing digital ad campaigns across Branch, AppsFlyer, Facebook Ads, Google Ads, Google Analytics, and Apple Search Ads—enabling data-driven decision-making.
- Optimized report performance using advanced DAX and developed dynamic visualizations (charts, KPIs, tables) to enhance business storytelling for leadership reviews.
- Automated manual reporting for two high-impact ecommerce reports using Matillion ETL, reducing turnaround time by 3.5 hours per day (87% faster) and improving reporting accuracy.
- Designed and implemented end-to-end Matillion workflows for a new project, automating data ingestion, transformation, and dashboard refresh processes from inception.
- Developed scalable data models by integrating multiple data sources (Excel, CSV, Redshift, SQL databases), ensuring consistent and reliable reporting.
- Standardized ETL pipelines for recurring MIS reports, ensuring uniformity and eliminating manual interventions.
- Delivered daily, weekly, and monthly performance reports using Power Query and Excel automation—accelerating delivery cycles and improving cross-team visibility.
- Collaborated with client and internal teams across geographies to deliver actionable insights on cost efficiency, campaign performance optimization, and marketing forensics—fluencing strategic decisions.

WORK EXPERIENCE

3Pillar Global | Data Analyst / People Analytics (HR Data Reporting)

Apr 2021 – Jan 2025

- Developed and maintained workforce insights (TA) dashboards using Power BI and Looker Studio to track open requisitions, offers, hires, and turnaround time (TAT).
- Automated recurring reports using Power Query and Excel macros, reducing manual effort by 30% and improving delivery consistency.
- Migrated critical dashboards from Power BI to Looker Studio, ensuring faster load times and centralized visibility for leadership teams.
- Designed compensation and incentive dashboards to analyze salary bands, payouts, and role-based benchmarking.
- Partnered with HR and business stakeholders to standardize metrics and definitions across global reporting.

RGF PR India | Associate Consultant

Jan 2018 – Feb 2021

- Supported data management, candidate tracking, and reporting functions for talent and analytics teams.
- Built reports visualizing hiring funnels and team's workload efficiency, improving overall workforce process visibility.

KEY PROJECTS

- Talent Dashboard: Built Power BI dashboards to visualize offers, hires, and pipeline stages, improving Talent visibility and reducing turnaround time.
- Sales Analysis Dashboard: Designed dashboards to track multi-location sales KPIs, profit trends, and product-level performance.
- Compensation Analysis: Benchmarked market salary data to support HR in renewing compensation structures.
- Operational Metrics Dashboard: Monitored workload distribution and ticket resolution metrics, improving team efficiency tracking.

EDUCATION

Postgraduate Diploma in Applied Statistics – IGNOU | 2020–2022 | 75.22%

B.Tech in Computer Science – Dr. A.P.J. Abdul Kalam Technical University | 2014–2018 | 77%

CERTIFICATIONS

Master Advanced Analysis with DAX in Power BI

HR Analytics in Power BI

SQL for Data Science, Data Engineering, Business Analysis

Data-Driven Presentations with Excel & PowerPoint

People Analytics

INTERNSHIPS

Backend Intern, Blue 9 Tech, Delhi – Jun 2017 – Jul 2017

Drupal Intern, FOSSEE Group, IIT Bombay – Aug 2017 – Nov 2017