

# PRAHARSHITHA BV

Bangalore, India | 7618759191 | [Gmail](#) | [LinkedIn](#) | [Project Portfolio](#)

Proficient in Data Visualization, Reporting, Dashboarding, Insight analysis with Electronics and Instrumentation Engineering background with hands on experience in SQL, Excel, Power BI. Honing strong analytical skills, decision-making, problem solving abilities with a learning mindset and proactive approach.

## TECHNICAL SKILLS

- |                    |              |                      |
|--------------------|--------------|----------------------|
| • Power BI Desktop | • SQL        | • Data Modelling     |
| • Power BI Service | • MySQL      | • Data Visualization |
| • Power Query      | • SQL Server | • Data Cleaning      |
| • DAX              |              |                      |

## WORK EXPERIENCE

### Power BI Developer | GND Solution India Pvt Ltd, Bangalore, Karnataka

08/2024 – Present

- Designed and deployed an Executive Sales Dashboard to track KPIs, regional trends, and YoY growth using Power BI and DAX.
  - Developed forecasting and top-selling product metrics using calculated measures and time intelligence functions.
  - Built a Financial Budget vs Actuals report to compare projected and real-time financial data with contribution variance analysis.
  - Implemented Row-Level Security (RLS) for department-specific access; eliminated Excel-based reporting, saving 6+ hours per month per team.
- Tools used:** Power BI desktop, Power BI service, Power query, DAX function, Vlookup, Pivot Table

### Power BI Developer | Accenture, Bangalore, Karnataka

11/2022 – 05/2024

- Developed scalable dashboards for internal business teams, enabling better operational tracking and KPIs monitoring.
  - Translated technical requirements into actionable insights with visual reports for non-technical stakeholders.
  - Created prototypes and proof-of-concept dashboards to test integration feasibility and adoption.
  - Worked with SQL and Excel-based data to feed Power BI reports and automate manual processes.
- Tools used:** MS Excel, Vlookup, Pivot Table, MS Word

## PROJECTS

### Power BI Developer | Amazon Sales Analytics Dashboard

Client: E-commerce Retail Partner (Amazon Marketplace Seller)

- Designed a comprehensive **Amazon Sales Dashboard** to monitor KPIs including Revenue, Orders, Profit, ASIN performance, and Category-wise trends.
- Connected to **Amazon MWS**, **SQL Server**, and Excel sources; performed data wrangling using **Power Query**.
- Built star-schema models and authored complex **DAX** for Sales, Profit, YoY/MoM Growth, Region & Category breakdown, and Forecasting.
- Implemented **RLS**, **drill-through filters**, dynamic slicers, and published to **Power BI Service** with scheduled refresh.
- Helped business teams improve product listing strategies by identifying high-performing SKUs and low-margin products.

**Tools:** Power BI Desktop, Power BI Service, SQL Server, Power Query, DAX, Excel

## Adventure Works Sales Performance Dashboard | Power BI Developer |

Client: Internal Analytics Team (Adventure Works - Sample Dataset)

- Built a visually rich dashboard analyzing global sales, product trends, and customer segmentation using **AdventureWorksDW2019** data.
- Created optimized **data models** and **DAX measures** for Sales, Average Unit Price, YTD/MTD/QTD, and Sales Growth %.
- Integrated **drill-down visuals**, **tooltips**, and date intelligence for interactive storytelling and self-service reporting.
- Published reports on Power BI Service with **refresh scheduling** and optimized performance using calculated tables and summarizations.

**Tools:** Power BI Desktop, SQL Server, Power Query, DAX, Power BI Service

## HR Analytics Dashboard | Power BI Developer |

Client: Internal HR Department

- Developed an **HR Analytics Dashboard** to monitor workforce KPIs like Headcount, Attrition Rate, Department-wise Hiring Trends, and Gender Diversity.
- Connected to **Excel and SQL data sources**, created calculated columns and **DAX measures** for Employee Turnover, Retention %, and Average Tenure.
- Built engaging visuals with filters for Department, Age Group, and Gender to support strategic HR planning.
- Enabled **drill-through functionality** to view employee-level details and implemented **anomaly detection** in attrition trends.

**Tools:** Power BI Desktop, Excel, SQL, Power Query, DAX

## Road Accident Survey Dashboard | Power BI Developer |

Client: Public Safety & Research Organization

- Built a dashboard to analyze road accident data collected from national surveys — focusing on **fatalities, causes, vehicle types, and time trends**.
- Used Power Query to clean and shape messy survey data and created calculated measures for **Accident Severity Index, Peak Time Analysis, and Vehicle-Type Impact**.
- Incorporated **geographical mapping** (using ArcGIS visuals) to highlight high-risk zones across regions.
- Enabled filters for Time of Day, Accident Type, Region, and Weather Conditions, allowing granular analysis.

**Tools:** Power BI Desktop, Excel, Power Query, DAX, Map Visuals

---

## EDUCATION

Bachelor of Engineering in Electronics & Instrumentation

08/2018– 07/2022

Dayananda Sagar College Of Engineering

## ACHIEVEMENTS

- HackerRank – SQL Gold Badge.
- Omega Star Award for the best performer with 100 % quality and target achieved.
- Gebbs Rising Star Award for two quarters for the best performer with 100 % quality and target achieved.