Ankita Shah

PowerBI Developer

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PROFILE SUMMARY

Experience Data Analyst with 2+ years of success in Power BI Desktop, SQL and Microsoft Excel. Skilled in data analysis, visualization and reporting while providing value add through simplifying complex datasets into understandable reports. Proactive problem solver who is dedicated to delivering high- quality results that can help businesses reach their goals.

FUNCTIONAL AREAS

- Data Cleaning
- Data Modeling
- Data Manipulation
- Business Intelligence
- Data Visualization
- Reporting and Analysis

TECHNICAL SKILLS

- **Power BI** – Power Query, Power Pivot, DAX ,PowerBI Services ,Extract Transform & Load [ETL], Data Modeling, Calculated Tables, Parameters, AI Visuals, Row Level Security [RLS], Publishing, Scheduling ,Web Scrapping, Reports and Dashboards.
- **SQL** – Data Modeling ,DDL,DML, Subqueries ,Joins, Mysql, functions, Extract Transform & Load
- **MS-Excel** - Pivot Table, Pivot Charts, Lookup Functions, Power Query, Excel functions.
- **SSIS -** ETL, Connection Manager, Data Transformation , Slowly Changing Dimensions

WORK EXPERIENCE

IT Consultant / Freelance Power BI Developer   03/2021 - Present

- Coordinated ETL process by extracting, transforming and loading data from multiple sources.
- Worked on power query, power pivot, power view, power map and DAX for creating effective reports and dashboards in Power BI.
- Extracted raw data from web and performed required transformation and cleaned the data which increase more clarity.
- Developed reporting dashboards with a high accuracy rate to track different service reviews within the deadline.
- Created Visual interactions to make few visual to effect data based on representation.
- Experience on enabling various types of filters for reports and pinning visuals into dashboard.
- Created and publish the reports into Power BI services and shared the dashboard to user.
- Created roles to implement RLS for the reports.
- Enhanced processes by automatic data driven reporting.
- Streamlined reporting workflows that improved reporting cycle.
- Proficient in Creating ,configuring and fine tuning ETL workflows designed in MS SQL Integration Services (SSIS)
- Experienced in providing, logging, error handling by using event handlers for SSIS packages.
- Proficient in designing and scheduling complex SSIS packages for transferring data from multiple data sources to SQL server.

PROJECTS

Title: SYG Mart Sales Analysis
The Mart sells different daily routine products. Analysis includes highlights, Sales Overview, Trend Analysis, Performance Analysis and different Key insights. Reports created are: Revenue by country, Gross profit by region, Top Products by Revenue, Time Series Analysis, Revenue by forecasting, and Sales by monthly Trends. Salespersons Top/under performance. Business Units Top/Under Performance.

Title: Rostro café Data Analysis
Reports created: Top selling products, top selling days by top selling products, track expenses, bucket basket analysis, Customer rating.

Title: HR Data analysis
The Project was on company's HR data analysis where people are working and some people left the company. The purpose was to find out top recruitment sources and why employees left the company. Reports created: Overview of employee by age, citizen, country, and department. Employees hired by year, employee satisfaction ratio, Top 5 recruitment sources, employees left by year, Top 5 reasons why employee left the company. Employees retained by year.

EDUCATION

M.Tech. (Computer Science & Engineering) (2011) from Dharmsinh Desai University,with First Class (6.61 CGPA)
B. E. (Computer Engineering) (2008) from Hemchandracharya North Gujarat University, with Distinction (67%)