

PROFILE SUMMARY

BI & Analytics Engineer with **4 years of experience** leveraging **Power BI, DAX, Azure, SQL**, Power Automate, and Python. Proficient in automating dataflows, creating interactive dashboards, and **handling big data cleaning, modeling, and imputation**. Skilled in facilitating data-driven decision-making through advanced analytics and visualization techniques.

KEY SKILLS AND TOOLS

- **Primary Skills:** Power BI, DAX, ETL, Power Query, Data Modeling, SQL, MS Fabric, SSMS, MS Excel, Power Automate, JIRA
- **Secondary Skills:** Azure Databricks, Azure Data Factory, Storage Accounts (ADLS, ABS), Python, PySpark
- **ML Models:** Linear and Logistic Regression, Decision Trees, Random Forest
- **Key Skills:** Statistical Analysis, Dataflow Automation, Data Visualization, Storytelling via Dashboard, Machine Learning

PROFESSIONAL EXPERIENCE AND PROJECTS

BI & Analytics Engineer | Deloitte Touche Tohmatsu India LLP, Bengaluru, IN

Mar '2024 – Present

Comprehensive NET Revenue Management (NRM) | Skills: Power BI, DAX, SSMS, ADB, ADF, ADLS, SQL, PySpark, JIRA, Agile Method

- Developed and implemented the Net Revenue Management (NRM) Reports, enabling business teams to drive profitable growth by analyzing KPI's, identifying white space opportunities, and optimizing brand pricing, PPA, promotions, and trade terms.
- Created and maintained simplifies dashboards with SMART insights and KPI's, providing clear, actionable insights that enhance decision-making processes and support strategic objectives across price tiers, geographies, regions, and channels.
- Applied Agile methodology for sprint planning, requirement gathering, dashboard development, and management of bugs and change requests (CRs) across UAT, QA, Dev, and Prod environments.

Sales Growth and Inventory Trends Dashboards | Skills: Power BI, DAX, SSMS, ADB, ADF, ADLS, SQL, PySpark, JIRA, Agile Method

- Developed Power BI Dashboards to analyze top FMCG client and competitor sales, enabling business teams to identify growth opportunities and threats, leading to informing strategic decisions and approximately 15% sales growth in some regions and channels.
- Implementing rule-based smart insights for actionable recommendations, improving inventory management and investment strategies by highlighting average inventory trends and price fluctuations.

Data Analyst | Hinduja Global Solutions Ltd. Bengaluru, IN

Oct '2021 – Mar'2024

- Developed Power BI dashboards for workforce and financial analytics, leveraging linear regression for call volume forecasting, resulting in optimized resource allocation and a 35% reduction in manpower costs.
- Automated real-time analytics using Power Automate and SharePoint integration, while mentoring colleagues globally in Power BI and Power Automate through a "Gurukul" training program.

Created and Automated Business as Usual (BAU) Power BI Dashboards | US Performance Power BI Dashboards

- Developed and automated comprehensive KPI dashboards in Power BI, integrating metrics like Bill to Pay, Attrition, and Occupancy for data-driven insights. Proficient in Power BI, Power Automate, and VBA, streamlining critical reports on Performance, Growth Rate, and Absenteeism

More Interesting projects can be found on my [Website](#).

Consultant - Sales | Maruti Suzuki Arena (Kalyani Motors Pvt Ltd), Bengaluru, IN

Nov '2018 - Jun'2019

- Drove 30% sales growth through strategic customer profiling, lead generation reporting and insights, and innovative financing solutions.

Intern | Air India, Mumbai, IN

Jan'2017 – Feb'2017

- Analyzed aircraft stability derivatives due to manufacturing deviations by gathering historical data and constructing the model.

EDUCATION

Bachelor of Engineering | MVJ College of Engineering, Bengaluru, IN – VTU | AE | Jul'2014 – Jun'2018

CERTIFICATIONS

- Advanced Certification in Data Science and AI | **Indian Institutes of Technology, Madras, IN** | Jul'2022 – Jul'2023
- Data Analytics Certificate from Google and Microsoft SQL Certificate from Intellipaath Pvt Ltd. | Jun'2021 – Jun'2022

AWARDS AND ACHIEVEMENTS

- **Corporate Value Award for Excellence** | Hinduja Global Solutions Ltd. | Bengaluru, IN | Apr'2022 – Sep'2022
- **Corporate Value Award for Collaboration** | Hinduja Global Solutions Ltd. | Bengaluru, IN | Oct'2022 – Mar'2023