

## PROFILE SUMMARY

Power BI & Analytics Engineer with 4.5 years of experience in Power BI, DAX, SQL, Google Looker Studio, Python, Power Automate, BigQuery and Azure Databricks. Proficient in automating dataflows, Built and deployed 70+ dashboards, and handling large datasets (10B+ rows) to drive data-driven decisions.

## SKILLS AND TOOLS USED

Business Intelligence	Power BI	Tableau	MS Fabric	Looker Studio	QuickSight
Data Warehouses	Databricks	Snowflake	Synapse Analytics	BigQuery	Amazon Redshift
Expression / Coding Language	DAX	LOD	SQL	Python	Calculated Field

**Key Skills :** JIRA, MS Excel, Power Query, Tabular Editor, DAX Studio, SSMS, Tableau Prep, ETL, Data Modeling, VertiPaq Analysis, BP & Performance Analyzer, ADF, ADLS Gen2, Statistical Analysis, Visualization, Storytelling via Dashboard, Machine Learning

## PROFESSIONAL EXPERIENCE AND PROJECTS

**Power BI & Analytics Engineer | Deloitte South Asia LLP, Bengaluru, IN** Mar '2024 – Present

- Developed and implemented the Net Revenue Management (NRM) Reports, enabling business teams to drive 8% to 12% profitable growth by analyzing KPI's, identifying opportunities, and optimizing brand pricing and price pack architecture.
- 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 with less than 1% deviation across regions and channels.
- Created BI reports to analyze FMCG client and competitor sales, which helped business users to identify growth opportunities, leading to informing strategic decisions and approximately 15% sales growth in some regions and channels.
- Implementing smart rule based insights for actionable recommendations, improving inventory management and strategies by highlighting average inventory trends and price fluctuations, resulting in 15% increase in inventory turnover.
- Applied Agile methodology for sprint planning within 10% of the average sprint velocity, requirement gathering, dashboard development, and management of bugs and change requests (CRs) across UAT, QA, Dev, and Prod environments.

**Data Analyst | Hinduja Global Solutions Ltd. Bengaluru, IN** Oct '2021 – Mar'2024

- Developed BI reports 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 processes by integrating Power Automate with SharePoint, resulting in a streamlined workflow that reduced data retrieval time by 70% and increased reporting accuracy for decision-making.
- Implemented and automated comprehensive KPI dashboards in Power BI, integrating metrics like Bill to Pay, Attrition (less than 5 -15% target range), and Occupancy (75-85% target range) for data-driven insights. Streamlining critical reports with KPI's such as Performance, Growth Rate, and Absenteeism (reduced by 15%).

**Consultant - Sales | Maruti Suzuki Arena (Kalyani Motors Pvt Ltd), Bengaluru, IN** Nov '2018 - Jun'2019

- Created reports on customer profiling, lead generation and insights, and optimal financing solutions to improve sales.

## EDUCATION

**MBA in Analytics and Data Science** | Manipal University – Work Integrated (Online), IN | Jul'2023 – Jun'2025

**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 Intellipaat Pvt Ltd. | Jun'2021 – Jun'2022

## AWARDS AND ACHIEVEMENTS

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