

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 to drive data-driven decisions.

SKILLS AND TOOLS USED

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

Key Skills - JIRA, Power Query, Tabular Editor, DAX Studio, SSMS, Tableau Prep, ETL, Data Modeling, VertiPaq Analyzer, BP and Performance Analyzer, ADF, ADLS, 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% price 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.
  - Implemented smart rule-based insights for actionable recommendations, improving inventory management and strategies by highlighting average inventory trends, 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 change requests (CRs) across UAT, 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 & CERTIFICATIONS

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

AWARDS AND ACHIEVEMENTS

- Move the Dot - Team** | Deloitte South Asia LLP. | Bengaluru, IN | Oct'2024 – Nov'2024
- Corporate Value Award for Excellence** | Hinduja Global Solutions Ltd. | Bengaluru, IN | Apr'2022 – Sep'2022