





# Preethi BR

Data Analyst

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## SUMMARY

Results-driven Data Analyst with 4.3 years of experience in Power BI, SQL, Python. Skilled in dashboard development, DAX, ETL. Known for delivering data-driven insights, optimizing performance, and building scalable, intuitive BI solutions for business impact.

## SKILLS

Data Visualization

Power BI Dashboards Reports

JIRA

Power Query

Bookmarks

Performance Optimization

Data Analysis & Management

SQL Joins

Window Functions

Subqueries

Data Cleaning

Microsoft Excel Pivot Tables

VLOOKUP

Data Cleansing & Transformation

Report

Automation & Ad-hoc Analysis

Data Modeling & ETL

Pipelines

Dashboard Development & Data Storytelling

Cross-functional Stakeholder Communication

Root Cause Analysis & Decision Support

## WORK EXPERIENCE

Data Analyst

Oct 2020 - Dec 2024

KPMG , Bengaluru

### Business Intelligence & Dashboard Development

- Designed and deployed **20+ interactive dashboards** in **Power BI**, enabling global audit teams to visualize KPIs and make faster, insight-driven decisions.
- Created **100+ custom DAX measures** and **Power Query transformations**, improving report refresh speed by **30%** and aligning with star/snowflake schemas.
- Published and maintained reports on **Power BI Service**, ensuring **100% compliance** with **data governance** and **visualization best practices**.

### Data Analysis & Insights

- Discovered actionable insights across **financial and operational datasets**, directly influencing audit decisions and controls improvement.
- Performed root cause analysis on **100+ data variances**, increasing **data accuracy by 15%** and strengthening audit data quality.

### Reporting Automation & Efficiency

- Automated **10+ recurring reports** with **Alteryx and Power BI**, reducing reporting time by **25%** and saving **~8 hours/week** of manual effort.
- Developed **12+ reusable workflows** in Alteryx, standardizing data preparation and reporting processes across teams.
- Used tools like **DAX Studio**, and **Performance Analyzer** to optimize refreshes, improving Power BI report performance by **20%**.

### Data Modeling & Data Management

- Built **normalized and denormalized models** in **SQL and Alteryx**, enabling fast, scalable data retrieval and eliminating **~20%** data redundancy.
- Maintained over **30+ dimension and fact tables**, applying hierarchical relationships and granularity for flexible, dynamic reporting.
- Improved SQL query efficiency by **25%** through indexing, aggregation, and performance tuning strategies.

### Stakeholder Collaboration & Communication

- Collaborated with **10+ cross-functional stakeholders** across APAC and EU to define KPIs, gather reporting requirements, and implement BI solutions.

- Served as primary point of contact for **Netherlands onshore audit team**, contributing to **90%+ SLA compliance** for data deliverables.
- Maintained a **95% stakeholder satisfaction score**, delivering accurate and insightful dashboards aligned with business goals.

**Leadership & Mentoring**

- Led a team of **4 analysts**, increasing team productivity by **30%** through task delegation, upskilling, and effective time management.
- Conducted **knowledge-sharing sessions** on **Power BI, Alteryx, and SQL best practices**, promoting continuous learning and tool adoption.

**EDUCATION**

M. Tech: Pesit - South  
Computer science

Jun 2017 - May 2019

Bachelor Of Engineering: Mvj College Of Engineering, Bangalore  
Computer Science

Jun 2011 - May 2015

**CERTIFICATION**

Microsoft Certified: Power BI Data Analyst Associate

Jan 2025 - Jan 2026