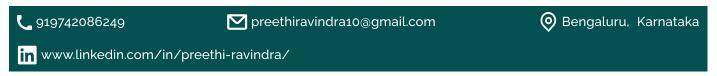
Preethi BR

Data Analyst



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



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

Jun 2017 - May 2019

Computer science

Bachelor Of Engineering: Mvj College Of Engineering, Bangalore Jun 2011 - May 2015

Computer Science

CERTIFICATION

Microsoft Certified: Power BI Data Analyst Associate Jan 2025 - Jan 2026