Sonali Joshi

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Financial Analyst , Financial Controller

With 6+ years of experience in business analysis and e-commerce, I have successfully utilized data and analytics to drive revenue growth, improve financial processes, and optimize marketing strategies. In just 1 year, I streamlined financial data analysis resulting in a 20% increase in efficiency.

WORK EXPERIENCE

Vgd Technologies • Ahmedabad, Gujarat, India • 02/2021 - 03/2022
Junior Business Analyst

- Streamlined data analysis process by proactively translating results to actionable points, resulting in improved business approach.
- Assisted senior business analyst in documenting requirements during sessions with business partners. Conducted data extraction, validation, and ensured data consistency.
- Built dashboards and reports for growth initiatives leading to a 20% increase in efficiency.
- Spearheaded data analysis and reporting initiatives, providing valuable insights to aid in decision-making for business improvements.
- Transformed financial data into actionable insights that improved decision-making and boosted revenue by 10% Within 1 Quarter of time.
- Created dashboards and reports to track growth initiatives, leading to a 25% increase in revenue and a 30% decrease in fraud detection time.
- Achieved KPIs and metrics for stakeholders that improved business decision making and increased revenue by 25%.
- Collaborated with team members and management to ensure accurate financial reporting for a Diverse Range of companies.

Jay Corporation • Gujarat, India • 02/2017 - 12/2020

Retail group of companies

Finance Assistant • Part-time

- Supported monthly closing activities, including journal entries and reconciliations, leading to 100% accuracy and timely completion.
- Streamlined expense management process, resulting in 20% faster review and compliance with policies, ensuring accurate recording and timely payments
- Collaborated with the team to identify areas for Process Improvement, implemented new processes, and supported ongoing projects, leading to a 20% increase in efficiency.
- Supported accounts receivable, leading to a 10% increase in on-time payments
- Managed expenses and accounts payable, ensuring 100% compliance with company policies, resulting in accurate financial records and timely payments.

So Bha Creation • Pune, Maharashtra, India • 02/2015 - 12/2020
Sole proprietor • Full-time

- Financial Planning and Analysis.
- Handled bank reconciliation & AP booking, executed payment files, manual billing solutions, & Direct Debit files.

- Streamlined balance sheet processes resulting in 20% increase in accuracy and timely delivery of financial statements.
- Streamlined financial processes and improved data accuracy by updating internal systems with accuracy and reconciling bank statements.
- Streamlined bank and cash register processes, resulting in a 15% increase in efficiency and a smoother financial workflow.

PROJECTS

Bank Loan Analysis · 02/2024 - 02/2024
Bank

The key performance indicators in this projects invloves the following:
Year wise loan amount Stats
Grade and Sub-Grade wise revolving balance
Total Payment for Verified and Non-Verified Status
State wise loan status
Month wise loan status
Home ownership Vs last payment date stats

Call Centre Trends · 01/2024 - 01/2024
PWC

Develop a Power BI dashboard for the Call Center Manager to gain insights and transparency from the provided Raw Excel data in PwC's internship. Utilize Power Query Editor for the Extract, Transform, Load (ETL) process, and Power BI for data visualization.
The outlined steps include:
Importing the dataset into Power Query Editor.
Executing the ETL process
Formulating essential measures using DAX functions.

Air BnB Revenue Analysis · 01/2024 - 01/2024
Air BnB

Key Highlights:
- Yearly Booking Trends: Visualizing the ebb and flow of bookings throughout 2019.
- Pricing Analysis: Uncovering pricing patterns across different property types and locations.
- Geographical Insights: Mapping the hottest Airbnb destinations of the year.
- Booking Demographics: Exploring the profile of guests who chose Airbnb for their stays.

HR Analytics · 12/2023 - 12/2023
Atliq

Problem Statement:
The company's HR wants to analyze trends in: Actual vs. Scheduled Attendance, Work from Home vs. Office Attendance, Leave Percentage
Knowledge Gained:
Data Cleaning and Transformation, DAX Functions, Measure Creation, Visualization: Charts and Tables, Dashboard Filtering with Slicers, Report Enhancement

Marketing Insights • 11/2023 - 11/2023
Atliq

Project Journey: Conducted deep data analysis in SQL, connecting seamlessly with Power BI. Rigorous ETL processes and meticulous data cleaning ensured dataset integrity. Addressed currency disparities with careful conversion. Developed key measures for informative Power-BI visuals.
Dashboard Impact: Implemented a transformative Power BI Dashboard for Sales Trend
Analysis at AtliQ Hardware. The concise yet illuminating tool enables effortless interpretation, fostering a data-driven decision-making environment.

SKILLS

Accounts Payable, Accounts Receivable, Actionable Recommendations, Administrative Tasks, Budget, Communication Skills, Data Analysis, Financial Accounting, Financial Analysis, Financial Modeling, JIRA, Microsoft Excel, MySQL, Power BI, Power Query, Python, Sap, Strong Analytical Skills, Reading, Yoga

CERTIFICATIONS

Strategic Business Analysis Essentials • 02/2024 - 02/2024
LinkedIN

AI in Fintech Essential Training • 02/2024 - 02/2024
LinkedIN

Financial Modeling and Forecasting Financial Statements • 02/2024 - 02/2024
LinkedIN

Introduction To Data Analytics By Ibm () • 01/2024 - 01/2024
IBM

Software Testing • 07/2023 - 07/2023
Udemy

Ielts () • 04/2023 - 04/2023

EDUCATION

Master Of Business Administration Mba Finance And Financial
Gujarat Technological University Gtu • Ahmedabad, Gujarat, India • 01/2012 - 12/2014