

Sriharshini Ankam

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Results-driven Data Analyst with 2.7 years of experience delivering enterprise-grade analytics and BI solutions for Fortune 500 clients, including Coca-Cola HBC. Proven expertise in Power BI, SQL, and the Azure ecosystem (ADF, Synapse, Databricks), with a strong record of driving business impact — including a 15% increase in profitability and 80% automation of manual reporting. Skilled in building robust data models, designing KPI dashboards, and enabling self-serve analytics across Finance, CPG, and Supply Chain domains.

PROFESSIONAL EXPERIENCE

Fractal Analytics, Bangalore, India

Data Analyst | Client : Coca-Cola Hellenic Bottling Company

Aug 2021 – Mar 2024

Finance Reporting

- Designed and delivered enterprise-grade **Power BI dashboards** integrated with Azure Synapse Analytics and Databricks, using hybrid **DirectQuery/Import models** for scalable, near real-time analytics across **12+** business units.
- Built optimized **semantic data models** following **star schema** principles, incorporating **Row-Level Security (RLS)** for secure, branch-specific access and authored advanced **DAX measures** (time intelligence, ranking, custom aggregations) to support dynamic financial modeling.
- Tracked and visualized key **financial KPIs** (GSR, NSR, EBIT, OPEX, COGS) with **MTD, QTD, YTD, and FY** breakdowns, empowering Coca-Cola HBC to identify SKU-level profit drivers and reduce overheads—leading to a **15%** profitability increase.
- Developed Excel-integrated Paginated Reports, leveraging incremental refresh, query folding, and SQL tuning to enhance performance by **45%**, increasing executive adoption and reducing reporting latency.
- Automated report refreshes, alerts, and distribution using **Power Automate**, reducing manual effort by **70%** and ensuring timely delivery of insights to stakeholders.
- Used **Python (Pandas, NumPy)** for advanced data wrangling and statistical analysis of finance datasets, supplementing Power BI insights with ad hoc scripts to support audit readiness and reconciliation tasks.
- Built a **predictive model using scikit-learn** to estimate SKU-wise cost overrun risks based on historical OPEX and COGS data, enabling proactive cost control measures by regional finance leads.
- Led cross-functional collaboration with **business stakeholders**, data engineers, and product teams to align on KPIs, define reporting goals, and deliver actionable dashboards that informed strategic decision-making.
- Utilized advanced SQL and Power Query for data transformation, cleansing, and integration across enterprise sources, enabling **accurate actuals, forecasts, and budgets** in a centralized BI system.
- Leveraged **Excel tools** (Power Query, PivotTables, Lookups) to automate data cleansing, aggregation, and **KPI scorecard** creation for financial reports, cutting monthly reporting time by **50%** and enabling real-time, ad hoc analysis for executive decision-making.

Value 360 Project

- Designed and deployed centralized Power BI dashboards to track key transport-related KPIs such as **fuel consumption, labor hours, and maintenance costs** across **12 business units**. Enabled leadership teams to **forecast high-cost zones**, analyze cost trends by region, and make data-driven decisions for route optimization and operational efficiency.
- Built a scalable cost logging solution using **Power Apps** and Dataverse, empowering **80+** end-users across business units to input transport-related expenses. Integrated with **Azure SQL** to ingest, clean, and process over **2 million** records, ensuring consistent, real-time data for accurate cost allocation and analytics.
- Implemented automated pipelines using Power Automate triggered by Azure Data Pipeline completions to refresh reports and distribute insights in real time. Eliminated the need for manual intervention, increasing reporting efficiency and reducing manual effort by 80%.
- This end-to-end solution enabled visibility into cost drivers, helping the organization **achieve a 12%** reduction in transportation costs by identifying inefficiencies, eliminating redundant processes, and facilitating timely interventions at both the branch and executive levels.

Technical Analyst

- Provided end-to-end technical support for **50+** Power BI dashboards across **Supply Chain, Finance, and Commercial domains**, ensuring high data accuracy, consistent performance, and adherence to governance standards.
- Efficiently managed and resolved **98%** of high-priority ServiceNow tickets, addressing data discrepancies, access issues, refresh failures, and visual anomalies—leading to a **20%** boost in **stakeholder satisfaction**.
- Acted as the primary liaison between business users and BI teams, translating functional issues into technical fixes while proactively **monitoring pipelines, refresh cycles, and usage metrics** to ensure dashboard uptime and minimize disruptions across **12+** BUs.

PROJECTS

Azure Data Engineering Project – ADF & Databricks Integration | [LINK](#)

Mar 2025 – May 2025

Skills: Azure Data Factory, Azure Data Lake, Databricks (PySpark), Synapse Analytics

- Built a scalable, end-to-end ETL pipeline using Azure Data Factory to orchestrate data movement from Azure Data Lake to Databricks, where large-scale transformations were performed using PySpark. Loaded the cleansed data into Synapse Analytics to enable cloud-based warehousing and real-time reporting, demonstrating expertise in big data processing and automation across the Azure ecosystem.

Data Warehouse & Analytics Solution - Medallion Architecture | [LINK](#)

Jan 2025 – Feb 2025

Skills: SQL Server, ETL, Star Schema, Power BI

- Designed and developed a modern data warehouse using Medallion Architecture to process and model ERP and CRM sales data. Built automated ETL pipelines to clean, transform, and structure data into star schemas, enabling sales and marketing teams to derive insights on customer behavior, sales trends, and channel performance with high efficiency.

Advanced SQL & eCommerce Data Analysis | [LINK](#)

Nov 2024 – Dec 2024

Skills: SQL (CTEs, Window Functions, JOINS), MySQL, Data Visualization

- Conducted in-depth analysis of customer behavior and marketing performance for an eCommerce dataset using advanced SQL techniques. Identified key drivers of user engagement, resulting in a **12% boost in conversions, 15% decrease in bounce rates, and 8% increase in revenue per order**, driving actionable insights for marketing optimization

HR Dashboard | [LINK](#)

Oct 2024 – Dec 2024

Skills: Tableau, Python, KPI Development, Data Cleaning, ETL

- Developed an interactive **HR analytics dashboard in Tableau** by processing 10,000+ employee records using Python and ETL workflows. Visualized key HR metrics such as hiring trends, workforce demographics, and salary distribution. Uncovered pay disparities and performance patterns, improving **data accessibility by 60%** and reducing manual reporting overhead through automation and self-service capabilities.

SKILLS

BI & Analytics : Power BI (Advanced) – DAX, Power Query (M), Star Schema Modeling, RLS, Incremental Refresh, Paginated Reports, Deployment Pipelines, Power BI Service (Workspaces, Apps, Dataflows); Smart Narratives, Performance Optimization (Query Folding, DAX tuning);
Data & Programming : SQL, Excel (Lookups, Pivot Tables, Formulas), Python (Pandas, NumPy, Matplotlib, Seaborn), Machine Learning
Cloud & Automation : Azure Data Factory, Synapse, Databricks, PySpark, Power Automate, Dataverse, Dynamics 365, Microsoft 365 Suite
Soft Skills : Client-facing communication, stakeholder engagement, project management, training & enablement

EDUCATION

National Institute of Technology Warangal, India Aug 2017 - May 2021
Bachelor of Technology (B. Tech) in Chemical Engineering CGPA 8.1/10

CERTIFICATIONS

- Microsoft Certified Data Analyst Associate PL – 300| [LINK](#)
- Google Data Analytics Professional Certificate.
- Fractal Certified Business Intelligence Data Analyst - Power BI & SQL Developer Associate.

LEADERSHIP EXPERIENCE

Fractal Analytics
Client's Citizen Developer Training Program May 2022 - Jan 2024

- Conducted two 8-hour Power BI EDGE training sessions for 80+ participants across two business regions, equipping them to build and manage Finance Data Models independently.

National Institute of Technology
Joint Secretary, Chemical Engineering Association (ChEA) Jun 2019 - Jan 2021

- Led a 40-member team for 30+ events promoting student Learning & development of technological trends and community involvement.

AWARDS & ACHIEVEMENTS

- Star Award winner under Category "Kaizen" category for efficiency and continuous improvement in data-driven reporting.
- Winner of Machine Learning Hackathon (NBFC Loan Default Prediction): Achieved the highest accuracy score in predicting loan defaults on a 90K+ client datasets using machine learning, feature engineering, and model optimization