DEVIKA A

Kaliyapettai , Tamilnadu, 603106

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Skills

- **Technical Skills :** SQL, Microsoft Power BI, Python, MS Excel
- **Data Skills :** Data Cleaning, Power Query, DAX, Data Modelling
- **Analytics Skills :** Exploratory Data Analysis, Data Visualization, Data Mining, Data Validation

Experience

Capgemini, Bangalore - Data Analyst   Dec 2021 - PRESENT

Data Gathering : Conducted comprehensive data gathering and extracted from various sources including company data , industry and field reports .

Data Enrichment and Cleanup : Conducted thorough data cleaning and preprocessing leading to the creation of impactful Power BI dashboards for business reporting , perform **DAX** formulas, fostering informed decision-making and driving increased productivity.

End to End Project Development: Proficiently crafted appealing **data visualization** and interactive Dashboard in **Power BI .** These Visualizations empowered the business to make informed decision based on clear and actionable insights.

User Support and Issue Resolution: Provided productive support to business users, analyze report in **MS Excel** and swiftly resolved any issues within Power BI, Collaborated directly with user, team members and technical resources as needed , ensuring seamless operations.

Automated Data Refresh: Implemented automated data refresh mechanisms for dashboards, guaranteeing that end user always had access to the most up-to-date information from the source Data.

Testing and validation: Attained efficiency in generating **SQL queries** , seamlessly mapping them to target tables based on transformation rules and leveraging production Data.

Projects

HR Data analytics [Power BI | Excel]   Feb 2022

- Designed a **Power BI** dashboard to track employee data for the HR team, including working hours, Performance , rating , lay-off , promotion and This dashboard streamlined HR processes and increase efficiency.
- This Dashboard can save **3- 4hrs** of work for the HR daily.

Customer Sales Report [Power BI | SQL]   Apr 2022

- Built a **Power BI** control desk to absorb the sales trends and The final dashboard was effective at displaying the sales trend, allowing users to grasp the data and make informed decisions.
- This dashboard could help increasing the revenue in the next quarter.

Revenue insights in hospitality domain – Hotels [Power BI | Excel]   Aug 2023

- Atliq Grands noticed a loss in their market share and revenue over a few months , To understand the cause of this loss, they needed a way to analyse this and created a dashboard with **Power BI** using three months of data.
- By analysing they can gain insights about their revenue trend. This could help in regaining their revenue and market share by **20%** in the next month.

Customer Churn Report [Power BI | Python | Pandas | Excel]   Mar 2023

- Created a **Power BI** report to identify subscribers who are likely to cancel their services.
- By leveraging analytics, business can forecast potential churn, enabling them to engage at-risk customers with personalized retention strategies before they decide to leave.

Software License Sales analysis [Power BI | Excel]   Feb 2024

- Developed a **Power BI** console to examine Customer data for the Sales team, ranking the customer , identifying KPI's and filtering data using recent months data.
- Ensured optimal customer and product sales performance , enhancing insights into the sales rate for each customer.

Education

Adhiparasakthi Engineering College, Melmaruvathur .   Mar 2017 – Aug 2021
Bachelor in Computer Science Engineering
8.076 CGPA