Akshayraj Botre

Data Analyst/Power BI Developer

Thorough and meticulous Data Analyst passionate about helping businesses succeeds possessing strong technical and soft skills.

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**TECHNICAL SKILLS AND CAREER ASPIRATIONS**…………………………………………………………………………..

* **Tools:** Power BI Desktop, Power BI Service, Power automate ,Python, AWS cloud, Linux, Github, Excel, Azure Database, MS SQL SSMS, My SQL, MS Office Suite.
* **Languages**: SQL.
* **Open to Work as:** Power BI Developer, ETL Developer, Data Analyst, Business Analyst, Analyst.

**WORK EXPERIENCE**………………………………………………………………………………………………..……….……..

# Data Analyst at WEB CRYPT TECHNOLOGY, Pune, India: June 15th, 2020 – Present (4 Years Exp.)

* Working as a Data Analyst specialized in Power BI Desktop.
* Extracted data from multiple data sources, performed ETL activities and Managed relationships among multiple tables
* Created multiple reports, dashboards and also shared them with clients using Power BI Service.
* Interacted with internal and external development and testing teams regularly for debugging the workflow errors as well as during BRD, UAT and Production phase. Active participation in daily Scrum Calls and Client meetings.
* Good Experience in data transformations, data modelling, development, implementation, ETL and Reporting in Power BI.
* Having good experience in data extraction using modes in Power BI (Import and Direct), data cleansing and transformations like Append, Merge, Created Bookmarks, ToolTip, conditional formatting, Created Drill Down Reports, Drill Through Report by Region, Used Power BI Gateways to keep the dashboards and reports up to date, Developed the Data Model using best practices to join the dimension and fact tables such as One-to-Many relationship to develop the Star-Schema.
* Worked on Row Level Security and Creation of workspace, Worked on Power BI Report Publishing, Creating Dashboard and Dataset Refresh using Gateways, Creating App. Good at creating different visualizations using Column chart, Bar Chart, Slicers, Lines, Pies, Maps, Scatter, Heat Maps, Tree maps, etc.
* Have good knowledge of Python language.
* Created Dynamic time-based calculations using DAX like MTD, QTD, YTD, %YOY etc. Good knowledge on SQL queries relevant to Power BI. Understanding the requirements using wireframe/ mockup provided by the business analyst in sync with the business/client.

**PROJECTS……...**……………………………………………………………………………………………...……………………

# Pharmacy Management : ( Power BI, Microsoft SQL Server, Excel)

* + - The 'Pharmacy Management System' aims at gathering the data from verified sources and analyzing it by developing Power BI Reports and Dashboards to take the data driven decisions which will help the business to improve the process and results.
    - Performed various transformations like Append, Merge, Conditional columns, Data quality on the dataset in the power query editor to clean the data and check the data quality to make it structured for the report development. Used various DAX operations and developed a Power BI solution to provide actionable insights into key performance indicators (KPIs). Visualizations of sales trends and top-selling products enable management to identify opportunities for promotion and pricing strategies.

# Marketing Campaign Insight Analysis

# Analyzing marketing campaign data using Power BI to measure the effectiveness of different marketing channels, campaigns, and messaging to optimize marketing strategies and improve ROI.

# Provided actionable recommendations to stakeholders for improving customer satisfaction, optimizing processes, and improve ROI.

# Insurance Transaction System

* + - Project aimed to automate and streamline various aspects of insurance transactions, including policy management, claims processing, and customer data analysis.
    - Done ETL transformations on SQL database (OLTP to OLAP), Data Modeling between tables and enhanced data using DAX queries.

# Smart Banking System

* + - This project aimed to revolutionize the banking experience by leveraging data analytics and automation technologies.
    - Website Traffic Analysis & Bid Optimization: Identifying highest quality traffic and channels; Conversion rate for each marketing campaign and bid optimization.
    - Performed in-depth data analysis to uncover insights, patterns, and trends related to customer behavior, transaction patterns, and risk assessment..
    - Dashboarding: Created a dashboard with key KPI’s. It helped executive track broader business objectives.

**ACADEMIC DETAILS…………………………………………………………………….……………………………………..…**

* **Pune Institute of Computer Technology;** BE – 2018 – First Class with Distinction – 72%