Ushasree Parisa

Software Engineer

Profile

Proficient in Data Visualization, Reporting, Dashboarding, Insight analysis with Electronics and Communication Engineering background with hands on experience in SQL, Excel, Power BI. Honing strong analytical skills, decision-making, problem solving abilities with learning mindset and proactive approach.

Professional Experience

Capgemini, Analyst

Adventure Works Report| Power BI | Link 🛮

2022 – present | Bangalore, India

- Data Preparation: Utilized Power Query to clean and transform data, achieving a 30% reduction in data processing time through effective profile checking before loading into Power BI.
- Report Development: Designed a comprehensive four-page report that improved data insights and decision-making for stakeholders, resulting in a 15% increase in operational efficiency.
- DAX Measures Analysis: Created tables and matrices to analyze DAX measures and data columns, enabling deeper data exploration and leading to the identification of key trends that improved reporting accuracy by 20%.
- Geographical Insights: Employed interactive maps to display data across regions, countries, and continents, resulting in a 25% improvement in regional performance tracking through enhanced slicer functionality.
- Product Performance: Integrated gauge charts for target tracking and line charts for marker analysis, leading to a 20% increase in product performance visibility via drill-through functionality for detailed exploration.
- User Navigation: Implemented bookmarks for easy navigation between report sections, enhancing user experience and facilitating tailored data exploration, which improved report engagement by 30%.

Maven Market Analysis | Power BI | Link ☑

- Comprehensive Report Development: Developed a comprehensive report for a Maven project, utilizing DAX measures to derive key performance indicators (KPIs), which led to a 20% improvement in performance tracking.
- Data Cleaning and Transformation: Employed Power Query for data cleaning and transformation, ensuring high data quality and integrity, resulting in a 25% reduction in errors during analysis.
- Optimized Data Modeling: Designed an optimized data model to establish relationships between datasets, enhancing reporting efficiency and decreasing report generation time by 30%.
- Visual Communication: Created visually engaging report views to effectively communicate insights, supporting data-driven decision-making that contributed to a 15% increase in project success rates.

Projects

Sales report | Power BI

- Sales Report Development: Generated a comprehensive sales report using Power BI, resulting in a 15% increase in revenue through enhanced data visualization and insights. [Link \square]
- Requirements Evaluation: Assessed project specifications from the Workout Wednesday site, identifying key metrics essential for effective reporting, which refined project alignment by 20%.
- Data Integration: Incorporated high-quality datasets from reputable sources such as World Data and Kaggle, enhancing report depth and reliability, and contributing to informed strategic initiatives that led to a 30% improvement in decision-making efficiency.

Weekly Tasks | Link

- Requirements Assessment: Evaluated project requirements by analyzing specifications from the Workout Wednesday site, identifying key metrics that were essential for effective reporting.
- Data Collection: Gathered and compiled relevant data from trusted sources, ensuring a comprehensive analysis that resulted in a 15% reduction in data discrepancies.
- Insightful Data Analysis: Performed detailed analysis to extract meaningful insights and trends, contributing to a 30% increase in data-driven decision-making among stakeholders.
- Effective Report Organization: Structured reports clearly, incorporating sections for key findings, visuals, and detailed explanations, which enhanced readability and usability by 25%.
- Integration of External Datasets: Incorporated high-quality datasets from reputable sources like World Data and Kaggle, enhancing report depth and reliability, which was instrumental in informing strategic initiatives.

Power BI Developer | PwC (Virtual Internship from Forage) | Tasks 🗵

- Created Call Centre analysis report which gives 3.4/5 average customer rating to see performance trends by setting KPI.
- Designed Churn analysis report for 7043 customers, resulting 26.54% churn rate by using charts and DAX functions which helps in data-driven decision making to operability.

Text Recognition in Images | Python

- Image Processing and OCR: Utilized libraries like OpenCV and Tesseract OCR for scanning documents, preprocessing images (e.g., resizing, thresholding), and extracting text with high accuracy.
- User-Friendly Interface: Designed a simple GUI using Tkinter, enabling users to upload scanned images and receive extracted text in various formats (TXT, PDF, DOCX).
- Performance Optimization: Conducted testing to improve recognition speed and accuracy across different document types, ensuring reliable output.

Education

Bachelor of Technology in Electronics and Communication,, *Rajiv Gandhi University of Knowledge and Technologies, Nuzvid(IIIT)*Jul 2018 – May 2022

Pre University Course(Intermediate), *Rajiv Gandhi University of Knowledge and Technologies, Nuzvid (IIIT)* Aug 2016 – May 2018

Courses

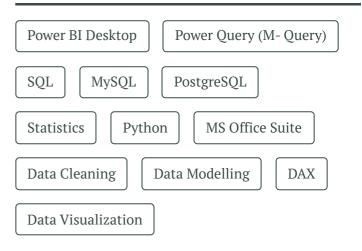
Microsoft Power BI for Business Intelligence, *Udemy*

The complete SQL Bootcamp, *Udemy*

Certificates

- Microsoft Certified: Data Analyst Associate(PL 300) | Link ☑
- HackerRank SQL Gold Badge.
- Leetscode SQL Contest

Skills



Languages

- Telugu
- English
- Hindi
- Kannada