USHASREE PARISA

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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.

# TECHNICAL SKILLS

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| --- | --- | --- | --- |
| * Power BI Desktop | * SQL | * Python | * Data Modelling |
| * Power Query (M- Query) | * MySQL | * MS Office Suite | * Data Visualization |
| * DAX | * PostgreSQL | * Statistics | * Data Cleaning |

# WORK EXPERIENCE

## Capgemini (Analyst) 11/2022 - Present

## Adventure Works Report| Power BI | [Link](https://drive.google.com/file/d/1gWHx4vjy6eu9oo6HwsFZWV5JEnxl-Sbz/view?usp=sharing)

## 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](https://drive.google.com/file/d/1uRZSzjnaQm68mK4aGyi48R16PRQ0gXrw/view?usp=sharing)

## 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](https://drive.google.com/file/d/1rUAXFmVRjTnc2dBjkMqg8N_9gfmSZfN9/view?usp=sharing)]

## 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](https://workout-wednesday.com/power-bi-challenges/)

## 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) | [Task](https://www.theforage.com/simulations/pwc-ch/power-bi-cqxg)

* 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.

# EDUCATION

## Bachelor of Technology in Electronics and Communication 08/2018 – 05/2022

*Rajiv Gandhi University of Knowledge and Technologies, Nuzvid(IIIT)*

# Pre University Course(Intermediate) 08/2016 – 06/2018

# *Rajiv Gandhi University of Knowledge and Technologies, Nuzvid(IIIT)*

# ACHIEVEMENTS & CERTIFICATIONS

* Microsoft Certified: Data Analyst Associate(PL – 300) [[Link](https://learn.microsoft.com/en-us/users/ushasreeparisa-7196/credentials/certification/data-analyst-associate?tab=credentials-tab)]
* HackerRank – SQL Gold Badge.
* Leetscode – SQL Contest.

# COURSES

* Microsoft Power BI for Business Intelligence [Udemy]
* The complete SQL Bootcamp [Udemy]

# LANGUAGES

* Telugu
* Hindi
* English
* Kannada