

Anjan Dey

+91 7872692940

anjandey946@gmail.com

Pune, IN

[Anjan-Dey-LinkedIn](#)

SUMMARY

Experienced **Power BI** Developer with 3+ years of hands-on experience in **building robust and scalable data** solutions. Expertise in **data modeling, DAX, and M Query** to transform raw data into meaningful insights. Proven track record in designing and developing intuitive **dashboards and reports, optimizing performance**, and ensuring data accuracy. Strong understanding of **data warehousing concepts and ETL processes**. Proficient in leveraging tools such as **ZoomInfo, LinkedIn Sales Navigator, Lusha, and Apollo.io** for **lead generation**. Skilled in conducting **secondary research** and executing targeted **email marketing campaigns** to support business development efforts.

KEY SKILLS

• Power BI • ETL Processes • Data Modelling • Data Warehousing • DAX • Cloud Computing • Programming (SQL, Python) • Dataflow

TECHNICAL SKILLS

Tools & Technologies: Power BI, SQL, Azure Data Services (ADF), Excel, ZoomInfo, Lusha, Apollo.io, Draup

Data Management: Data modelling, ETL processes

Languages and Databases: Python, SQL, DAX, M (Power Query)

EDUCATION

Bachelor of Technology in Computer Science and Engineering

JIS College Of Engineering

Jul '18 - Jul '22

PROFESSIONAL EXPERIENCE

Power BI Developer

Jul'22 - Present

Persistent Systems

Pune, IN

- Created **data model schema** for combining the data from different sources including **direct query or import connections**.
- Created **drill through** for navigating from one visual to other visual or one page to other page.
- Implemented **Row level security (RLS)** by restricting the users for the data access.
- Implemented **Incremental Refresh** for faster data refresh
- Created **email subscriptions** for sending notifications to users about the status of schedule refresh.
- Handled **Customized campaigns** and **Lead Generation** for Business Development team, Global Sales team, and Digital Appian Pre-sales team.

PROJECTS

Logistics Analysis Dashboard

Aug 23 – Jan 24

- Designed and implemented a comprehensive logistics dashboard that consolidated data from over 5 disparate sources, improving reporting efficiency by **35%**.
- Optimized data models and implemented over 20+ advanced **DAX measures** to track KPIs like delivery time, shipment accuracy, and route efficiency.
- Enhanced user experience through **drill-down** and **drill-through** features, reducing time-to-insight by **40%**
- Enabled **Incremental Refresh** and **automated email alerts**, reducing dashboard load time by **50%** and ensuring real-time access for key stakeholders.

Financial Analysis Dashboard

Jul 22 – May 23

- Developed and deployed an enterprise-level financial dashboard serving 3 departments, reducing manual spreadsheet analysis by **60%**
- Integrated data from SQL Server and Excel, streamlining data access and enhancing data accuracy by **25%**.
- Leveraged **DAX** and **time intelligence functions** to monitor profit margins, cost trends, and variance analysis across fiscal quarters.
- Managed **RLS, scheduled refresh, and Power BI Service administration**, ensuring **99.9%** dashboard uptime for over 50 users.
- Collaborated with teams to **troubleshoot, provide training, and create technical documentation** for Power BI reports

ADDITIONAL ACHIEVEMENTS

- Honored with the prestigious Bravo Award for outstanding contributions to process improvements and exemplary teamwork in my current role.
- Received the "High Five" for successfully fulfilling urgent client requirements under challenging deadlines improving business outcomes.