Rajagopal P C

Cannanore, Kerala

-Email ID: test4@mail7.io

PHONE NO: 83834083

• 4 years total experience in IT.

• Expertise with Power BI.

• Experience in Data transformation (Power Query), Data modelling (Power Pivot) and Visualization (Power View).

• Good knowledge in SQL.

• Experience in MS SQL server database.

Technical / Functional Competency

Data visualization tool: Power BI

Database: MS SQL Server

Operating System :Windows, Linux

Work Experience

**Power BI Developer**

NTT Digital Business Solutions Pvt Ltd.

June 2021 to Present

Insurance Data Analysis Tools: Power BI, Power BI Service

Insurance data Analytics is set of dashboards made to compare all the parameters for different countries, to strategize market penetration and to target new customers. It is used to compare various parameters such as income, life insurance share, market share, penetration, ratio of reinsurance accepted, year on year sales, comparing previous year sales, profit share according to regions and locations and retention ratio of different countries using the insurance dataset and world development indicators dataset. Consolidated 360-degree view of whole group is achieved by Integrating all the source systems in ETL and Creating Dashboards from the Data Warehouse. Roles &Responsibilities

• Study of each of the individual systems•

• Requirement discussion for each of the standalone and cross functional dashboards.• • Data mapping for the source systems for Data Warehouse•

• Delivering, assisting data analytics and tooling support ultimately aids in driving network success by improving vendor performance and excellent customer experiences with help of KPIs performance.•

• Writing DAX measures in creating additional calculations required for visualization.• • Power BI Dashboard development and presenting to client for Signoff.•

**Power BI Developer**

NTT Digital Business Solutions Ltd

February 2020 to Present

Project: Marketing Analytics Tools: Power BI, MS SQL

This solution is designed to enable marketing managers to easily analyze their online and offline marketing effectiveness in a sophisticated manner. It is customized for NTT Ltd. Roles &Responsibilities

• Understanding impression and lead trends and patterns across regions, business groups via all online and offline marketing channels Power BI Report Design and Development by connecting to Data Warehouse•

• Analyzing conversion rate marketing funnel metrics at an overall and detailed levels Code Review of Stored procedures for the Staging and Warehouse population•

• Identifying spend on and top/bottom performing products across each marketing funnel • • Set up alerts to notify you when data in your reports changes beyond limits you set• • Connect to other relevant data sources and mash these together•

• Transform data and add new metrics and reports / edit existing reports •

• Perform ad hoc analysis and dig deeper using the built-in analytics capabilities• • Collaborate on and share customized dashboards and interactive reports •

• Keep data secure while giving user groups access to the insights they need•

**Associate IT Software Developer**

NTT Digital Business Solutions Ltd - Chennai, Tamil Nadu

June 2018 to Present

Project Experience

Education

**MCA in Computer Applications**

Nehru College of Management - Coimbatore, Tamil Nadu

June 2016 to May 2018

Skills / IT Skills

• Power BI

• dax

• Power Pivot

• Microsoft SQL Server

• SSIS

• Communication skills

• Leadership

Online Profile

https://www.linkedin.com/in/rajagopal-pc