SOURABH RAI

DATA REPORTING ANALYST

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BINA(MP1)

EDUCATION

PRESTIGE INSTITUTE OF MANAGEMENT & RESEARCH

Master's In Business Administration (Marketing)
(2020-2022)

MCBU UNIVERSITY CHHATERPUR (MP)

Bachelor's Of Commerce (Statistics)
(2016-2019)

SKILLS

- Microsoft Power Bi BI(Dax, APL, Power Query)
- Advanced Excel (VLOOKUP, VBA, Pivot Tables, Pivot Charts, Conditional Formatting, HLOOKUP
- SQL (SQL Query ,)
- Business Requirements Gathering
- Problem-Solving Skills
- Data Analysis
- Business Analysis Methodologies
- Extract, transform, and load
- Data Modelling ,
- Communication Skills
- Reporting Analysis
- Key Performance Indicator
- Data Modelling ,
- Communication Skills
- Reporting Analysis
- Statistics analysis
- organizational skills

ACCOMPLISHMENTS

• Proficient in Data Visualization using Power BI
• Certified in Microsoft Power BI Desktop for Business Intelligence (2023)
• Successfully completed The Business Analysis Certification Program (IIBA - ECBA)
• Proficiency in Advanced MS Excel
 • Proficient in SQL

WORK EXPERIENCE

Data Reporting Analyst
MIELO FOOD PRODUCTS PVT LTD   (June 2022 - Present)

- Collaborating with business stakeholders to understand their reporting needs and requirements. This includes identifying the key metrics and dimensions that are relevant to the business and designing reports accordingly.
- Developed and maintained interactive dashboards, utilized tools such as **Tableau** and **Power BI**, to provide real-time insights into **key performance indicators** (KPIs) for Stakeholder management.
- Collaborated with cross-functional teams to gather business requirements, ensuring alignment between data analysis and organotantalum objectives.
- Employed advanced data analysis techniques on extensive datasets, An identified meaningful trends, intricate patterns, and untapped opportunities. This strategic approach resulted in a notable **10% reduction in customer churn** and a remarkable **25% Increase in revenue within the first quarter of implementation.**
- Devised and implemented robust data cleaning and transformation protocols, meticulously enhancing data accuracy and consistency. This strategic effort resulted in an impressive 20% enhancement in overall data quality.

POWER BI DEVELOPER
PIMR INDORE   May 2021- May 2022

- Collaborated with business units to define key metrics and performance indicators, leading to the development of comprehensive reports and dashboards.
- Proactively performed ad-hoc analyses to drive strategic initiatives and address targeted business inquiries, leading to the enhancement of marketing campaigns and a notable **13% increased in customer retention rates."**
- **Utilized SQL** and **SQL queries** to retrieve and manipulate data, generating customized reports and insights for different stakeholders within the organization
- Assisted in the development of automated reporting processes, reducing manual efforts by **25% and increased report accuracy**
- Increased emphasis on cross-functional collaboration between technical support, development, and product teams to expedite issue resolution, share insights, and drive product improvement.
- Extracted, transformed, and loaded(ETL) data from various sources ,including databases, APIs, and spreadsheets, into data warehouse systems for further analysis.

SELECTED PROJECTS

END TO END PROJECT OF AMAZON SALES ANALYSIS ON MICROSOFT POWER BI
- Led a team in designing and implementing a sales forecasting dashboard that resulted in a **25% reduction in inventory costs** and optimized resource allocation.
- Utilized SQL and SQL Query techniques to analyze customer segmentation data, resulting in the development of targeted marketing strategies that led to a notable **15% increased in conversion rates."**
- Industries prioritize co-friendly practices, driven by consumer demand and regulatory pressures, leading to increased adoption of renewable energy and waste reduction initiatives.

END TO END PROJECT OF (COVID -19) CASES ANALYSIS ON MICROSOFT POWER BI
- Utilized stacked bar charts or bubble charts, the dashboard effectively visualizes the current occupancy status of hospital beds and intensive care units (ICUs), offering a crucial assessment of the healthcare system's capacity.
- This dashboard serves as an invaluable tool for healthcare professionals, policymakers, and the general public, ensuring they remain well-informed, able to track progress, and equipped to respond effectively to the dynamic challenges posed by the evolving Covid-19 situation.
- By functioning as a centralized platform for Covid-19 Case Analysis, this dashboard empowers stakeholders to comprehensively grasp the pandemic's impact, identify significant patterns, and make informed, data-driven decisions that are pivotal in effectively combating the virus.