Having 12+ years of exp in Market Research with multiple clients; self-starter with a good understanding of business needs, and tactical problem-solving approaches, and possess excellent communication, leadership, and motivation skills. Dependable and reliable in supporting and enabling team efforts to produce genuine long-term sustainable development.

# **Career Highlights:**

# Ha

Have been one of the top 5 performers throughout career so far, can train peers, process improvement ideas, troubleshooter.

Areas of expertise including training and development, auditing/compliance.

# **Microsoft – Lead Data Analyst** Oct’22 to Present

(Payroll – Launch IT Consulting Pvt Ltd)

* The development of Power BI, PowerPoint, and Excel reporting to be used for corporate purposes.
* Create and preserve report documentation for continued publication, support, and upkeep.
* Using Power Pivot to create sophisticated data models, execute powerful data analysis, combine data from numerous sources, and investigate ways to improve data quality and reliability.
* Working with programmers, engineers, and management heads to identify process improvement opportunities, propose system modifications, and devise data governance strategies.
* Preparing final analysis reports for the stakeholders to understand the data-analysis steps, enabling them to take important decisions based on various facts and trends.
* Verify and combine data from various sources.
* Establishing project plans, including deadlines and priorities.
* Documenting the project's progress and providing regular updates to key stakeholders.
* Ensuring the efficiency of project processes, adjusting as needed.
* Developing, prototyping, releasing, supporting, and maintaining of existing and new reports against the Data platform and other sources as necessary.
* Understand business requirements in the BI context and design data models to convert raw data to meaningful insights.
* Create dashboards and visual interactive reports using Power BI
* Identify KPIs with clear objectives and monitor them consistently.
* Analyze data and present it through reports that can help in decision-making and able to convert business requirements into technical specifications and decide the timeline to accomplish tasks.
* Design, develop, and deploy Power BI scripts and perform efficient detailed analysis and perform DAX queries and functions in Power BI
* Using automated tools to extract data from primary and secondary sources.
* Assigning numerical value to essential business functions so that business performance can be assessed and compared over periods of time.
* Analyzing local, national, and global trends that impact both the organization and the industry
* Using statistical tools to identify, analyze, and interpret patterns and trends in complex data sets could be helpful for the diagnosis and prediction.
* Preparing reports for the management stating trends, patterns, and predictions using relevant data

**WORK EXPERIENCE**

**Vishali Choppala –**

**Lead Data Analyst**

ABOUT

**CAREER OBJECTIVE:**

I want to apply my acquired and innate skills in the corporate arena to gain a deeper understanding of the processes resulting in identification of specific interest and growth areas.

To obtain a position in a well-established organization that will utilize my skills thereby contributing to the company's growth.

**PROFESSIONAL STATEMENT:**

Excellent Relationship Builder with strong communication skills and experience in management.

Growth Mindset

Ability to deliver quality customer service.

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**KANTAR - Senior Tech Specialist (**Dec 2010 – Sep 2022)

**PROFESSIONAL EXPERIENCE:**

* Experience in business analysis and with domain knowledge of retail market research & Business Intelligence Developer.
* Active on Data Exploration and Manipulation, Analytics and Visualization with Power BI.
* Leading requirements gathering from business to define KPI's; design and develop analytical models, BI solutions.
* Experience in DAX functions and M-Script to do ETL activities in Power Query.
* Performance optimization, bookmarks, mobile views, row level security (RLS), parameters.
* Experienced in managing users, workspaces, apps, Scheduling refresh, permissions, and roles on Power BI services.
* Act as SME and building capability in your respective function.
* Defining the skill matrix for respective function
* Finding Skill gap and setting strategic training and development objective
* As a SME conduct training and certification for your respective topics/function
* Managing training and certification for your respective function
* Co-ordinating with Other SMEs and making sure training and certification is being done on time.
* Post training monitoring performance and their learning curve
* Track and report on training outcomes
* Assist / support the training needs assessment process for new and existing employees.
* Handling multiple reports, working with formulas, pivot tables & pivot charts, and various other excel sheet components for accurate data.
* Interacting with client directly through scheduled daily / weekly Business Conversation (Email)
* Ensure deliverables (Daily, Weekly & Monthly MIS Reports) are prepared to satisfy the project requirements cost and schedule.
* Responsible for all inward and outward documents verification and updated it to project manager.
* Strong background in MS Office tools like Excel, Excel shortcuts & tricks, charting, pivot charts, formula, writing macros, and PowerPoint.
* Strong knowledge on Power BI to import data from various sources such as Excel, PDF, SQL server Database, OData feed, Web.
* Experience in Reporting, Dashboard designing, KPI, Scorecards, 2D & 3D Charts like Trend Charts, Bar, Column, Line & Area Charts, Combination Charts, Pie & Doughnut charts, Tree Maps, Funnel Charts, Gauge & Cards, Tables and Matrix.

**EDUCATION:**

* MBA from St. Xavier’s PG College from Osmania University
* B.Sc. from Holy Cross Degree College from Osmania University
* Intermediate from St. Ann’s Junior College
* SSC from St. Arnold’s High School

**LANGUAGES:**

* English
* Hindi
* Telugu

Data Analytics

Stakeholder Management

Training & Development

Process Improvement

Project Management

**TECHNICAL SKILLS:**

Power BI

SQL

DAX

Advance Excel

Tableau

SSAS

Basic Python

Analytical skills

Project Management

Strong presentations skills

Training and Development

Internal Auditor (ISO 9001,27001)

CONTACT

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KEY SKILLS

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