ROHMA REHMAN
DATA ANALYST / POWER BI DEVELOPER

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SUMMARY

Results-oriented Data Analyst and Power BI Developer with 2 years of hands-on experience in data manipulation, statistical analysis, and interactive dashboard creation. Demonstrates strong problem-solving abilities and meticulous attention to detail. Proficient in leveraging Power BI for advanced data visualization and insights to drive organizational success. Enthusiastic and committed to contributing effectively to dynamic and innovative data initiatives.

WORK EXPERIENCE

Power BI Developer │ Halo Informatics ltd
Mar 2024 - Present

- Developed 15+ interactive Power BI dashboards using MySQL as the database.
- Conducted data cleaning and validation in MySQL and Power Query to ensure data integrity.
- Proficient in writing SQL queries and performing ad-hoc analysis.
- Experienced in complex DAX for advanced calculations in Power BI.
- SQL Query Optimization for improved dashboard performance.
- Conducted comprehensive QA, including data validation, to ensure dashboard accuracy and usability.

Data Analyst │ Taskaler
Jul 2023 - Feb 2024

- Created 10+ dashboards with Power BI for in-house analysis and client reporting.
- Conducted monthly and weekly sales analysis using Power BI, integrating CRM and Excel data for accurate business insights.
- Developed weekly and monthly KPIs and dashboards for HR, Finance, Help Desk, and Customer Support departments
- Performed ad hoc analysis to address specific business questions
- Reconciled sales data from three different sources to ensure accuracy
- Demonstrated KPIs and dashboards to end users for better understanding and utilization.

Jr. Power BI Developer │ ZNB Consulting Services
Aug 2022 - Jun 2023

- Assisted in developing and maintaining Power BI dashboards and reports
- Integrated and analysed data using Power BI, employing DAX for advanced calculations
- Wrote basic SQL queries to extract and manipulate data from various sources
- Supported data reconciliation to ensure accuracy and consistency
- Collaborated with teams to understand and meet reporting requirements
- Presented findings and provided end-user support for effective dashboard utilization
- Gained experience in data visualization, KPI development, and reporting best practices

KEY SKILLS

- Power BI Desktop
- Power BI Service
- ETL (Extract, Transform, Load)
- Data Modelling
- Data Visualization
- Data Cleaning
- Adhoc Analysis
- DAX (Data Analysis Expressions)
- Power Query
- SQL
- MySQL
- Python
- MS Excel
- Public Communication
- Analytical Thinking
- Time Management
- Attention to Detail
- Adaptability
- Proactivity
- Continuous Learning

CERTIFICATIONS

- Foundation : Data, Data Everywhere│ Coursera │ Google Data Analytics, 2021
- SQL (Basic) │ Hackerrank, 2022
- SQL (Intermediate) │ Hackerrank, 2022
- Introducing DAX │ SQLBI, 2022
- Power BI Virtual Internship Program │ Forage │ PwC Switzerland
- Excel Skills Virtual Internship Program │ Forage │ JPMorgan Chase & Co. 2023
- Python (Basic) │ Hackerrank, 2023
- Introduction To Freelancing │ Tevta, 2020
- Web Development │ Tevta, 2020

EDUCATION

Bachelor of Information Technology   **Aug 2018 - Aug 2022**

University of Education, Lahore
- Final CGPA: 3.57

FSC-Pre Engineering   **Aug2016 - May 2018**

Superior College for Women
- Grade: A+

LANGUAGES

- Urdu
- English (Proficient)

INTEREST & HOBBIES

- Book Reading
- Writing
- Internet Surfing
- Baking
- Watching Thrillers
- Volunteering at a local non-profit or community organization