Kashika Chopra

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PROFILE

Data driven professional with experience in consulting, adept in stakeholder and project management, data modelling, end-to-end dashboard development and delivering analytical solutions to drive decision making

- **Technical skills:** Power BI, Qlik Sense, SAS, SQL, Python, Jira, Azure DevOps
- **Certifications:** Applied Data Science, Statistics & R, AWS Certified Cloud Practitioner (CLF C02)

EDUCATION

Purdue University, Daniels School of Business   **West Lafayette, IN**
Master of Business Analytics and Information Management   December 2026

University of Petroleum and Energy Studies   **Uttarakhand, India**
Bachelor of Technology, Computer Science   May 2022

PROFESSIONAL EXPERIENCE

DEFINE RIGHT   **Bangalore, India**
Senior Technology Analyst   **September 2024 - July 2025**

- Led 5 reporting projects supporting the FP&A team of US based pharmaceutical organization, working with senior leadership translating business problems into actionable solutions
- Managed critical Power BI report with about 400+ users ensuring integration with TM1; reduced ~30% redundancy through streamlining visuals, correcting conflicting business logic, and optimizing datasets by 40%
- Designed a unified data processing pipeline consolidating inventory and financial data from 3+ sources consumed by 4 cross-functional teams for multiple excel reports, enhancing data quality and consistency
- Conducted business requirement analysis for Omnichannel & Strategy team, coordinating deliverables across 5+ client teams utilizing Azure DevOps for tracking progress and streamline collaboration

ZS ASSOCIATES   **Gurugram, India**
Business Technology Solutions Associate   **May 2022 - August 2024**

- Worked closely with US based pharmaceutical clients to understand and align on business requirements, identifying key performance indicators, project enhancements, and other operational activities
- Leveraged ETL process with QlikSense and Power BI for end-to-end development, data modelling, and reporting for managing datasets ranging over 20 to 50 million records
- Spearheaded transformation of multiple legacy QlikSense dashboards to Power BI for 4 business units, reducing complexity by 78% and improving accessibility for stakeholders
- Designed and developed complex views in SAS and Snowflake integrating multiple datasets, streamlining reporting process across 4+ business units and multiple client teams

MEDICENTO & YOURSBIZ   **Pune, India**
Developer Intern   **June 2021 - July 2021**

- Developed responsive website using HTML, CSS and JavaScript and documented SOPs for future maintenance
- Collaborated with UI/UX designers to create visually engaging wireframes

LEADERSHIP ACTIVITIES, AFFILIATIONS, PROJECTS

- Research Publication: "Load Balancing and Scheduling: Examination in view of COVID-19 Protocols", Published in conference proceeding (ICICITES - 2021) by Taylor & Francis Group
- Received "Rising Star" award at Reward & Recognition ceremony at ZS Associates
- Project on Distance Estimation Tool: Python based project using OpenCV to determine distance between objects, recognize human and vehicle presence from a video source
- First runner up in India's first Hackathon directed at aiding specially-abled, a project created using Python to share alerts if the people in the surrounding area are wearing their masks