**Mahatab Ahmed**

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**Professional Summary:**

* 2+ years of experience in building interactive Power BI dashboards and reports for actionable insights.
* Proficient in data modeling and DAX for creating KPIs and measures.
* Skilled in Power Query and ETL to clean and transform data from Excel, and cloud sources.
* Experienced in gathering business requirements and delivering effective BI solutions.
* Optimized report performance through data reduction, efficient DAX, and filter strategies.
* Collaborated with cross-functional teams in Agile/Scrum environments for timely project delivery.

**Technical Skills:**

* Power BI: Dashboards, Reports, Bookmarks, Drill-through, Tooltips
* DAX: Measures, **Calculated Columns**, Time Intelligence, CALCULATE, FILTER
* Power Query: Data Cleaning, **M Language**, Merge & Append Queries
* Data Modeling: Relationships, Star Schema, Fact & Dimension Tables
* Visualization: Slicers, drill-throughs, bookmarks, custom visuals
* Data Sources: Excel, SQL Server, SharePoint, Web
* Power BI Service: Publishing, Workspace, Apps, RLS, Schedule Refresh

**Key Projects:**

**Finance KPI Dashboard**

***Capgemini | Jan 2024 – June 2024***

* Developed an interactive dashboard for visualizing Revenue, Expenses, Profit Margin, and YoY Growth.
* Built data models using star schema and Power Query transformations.
* Created dynamic KPIs and trend indicators using advanced DAX measures.
* Enabled senior management with real-time financial insights and automated reporting.

**Sales Performance Dashboard**

***Capgemini | July 2024 – Dec 2024***

* Created dashboards to monitor regional and product-wise sales performance.
* Cleaned and prepared data using Power Query from CRM and Excel exports.
* Designed KPIs for target tracking, YoY growth and dynamic filtering using DAX.
* Implemented slicers, drill-throughs, and color-coded performance indicators.
* Enabled sales teams to identify underperforming regions and adjust strategies.

**Customer Segmentation Dashboard**

***Capgemini | Jan 2025 – May 2025***

* Designed an RFM-based dashboard to group customers into High Value, At-Risk, New, and Lapsed segments.
* Transformed transactional data with Power Query for RFM score computation.
* Applied DAX logic to dynamically calculate scores and categorize customers.
* Visualized customer segments using heat maps, bar charts, and filters.
* Supported marketing in targeted campaigns and improved retention strategies.

**Certification:**

* [**Microsoft Power BI Data Analyst Associate (PL 300) Certified **](https://learn.microsoft.com/en-us/users/ahmedmahatab-5500/credentials/666a7b7ce59892ae)
* [**Udemy Oracle Advance SQL Certified **](https://github.com/mahatab-ahmed/PL-300-Exam/blob/main/Oracle%20sql%20pdf%20ocean.pdf)

**Qualification:**

* B.Tech (Mechanical Engineering) from Regent Education & Research Foundation

(2018 - 2022)

* Intermediate (PCM) from Barrackpore Cantonment High School

(2016 - 2018)

* SSC from Sukchar Kedar Nath Poddar High School

(2015 - 2016)