

PROFESSIONAL SUMMARY

Business & Data Analyst with 4+ years of experience in translating business use cases into BI solutions using Power BI, SQL, and Jira. Skilled in writing functional specs, wireframes, source-to-target mappings, and test strategies. Strong foundation in root cause analysis, KPI design, data modeling, and production issue debugging. Trained in ERP systems and experienced working independently with global teams in Agile environments.

SKILLS

- BI & Analytics Tools: Power BI, KPI Dashboards, Excel Automation, DAX
- Querying & Scripting: SQL, Python, SPSS
- BA Artifacts: Functional Specs, Source-to-Target Mapping, Wireframes, RCA, Test Strategy Docs
- Project Tools: Jira, Confluence, Git, Agile Documentation Standards
- ERP: Trained in ERP Reporting, Sales, and Finance Modules
- Data Handling: RDBMS, MySQL, Azure SQL (basic)
- Domains: Banking, Retail, Insurance, FMCG, Aviation

EXPERIENCE & WORK HISTORY

Business Analyst(Programmer) Kantar GDC	July 2022 – Present Pune, India
<ul style="list-style-type: none">Delivered functional specs, RCA documents, and source-to-target mappings for business-critical projects.Built and optimized SQL queries to analyze production issues and automate validation workflows.Created Power BI dashboards aligned with KPIs defined from raw business needs.Used Jira extensively for story grooming, backlog management, and sprint documentation.Worked independently with Paris-based teams and business users across Retail and Insurance clients.	
Freelance Analyst / Reporting Engineer Remote / Pune, India	Jul 2021 – Jul 2022
<ul style="list-style-type: none">Drafted mapping sheets from scratch based on user stories for eCommerce and Finance use cases.Converted Excel-based reports to dynamic Power BI dashboards reducing manual work by 70%.Worked with ERP data exports for profiling, cleansing, and reporting enhancement.	

PROJECTS

L'Oreal – KPI Dashboarding & SQL Optimization — Power BI, SQL Built dashboards with mapped KPIs from marketing and CRM sources; used SQL for backend logic and validation. Performed root cause analysis on production breaks; provided permanent fixes through SQL scripts.	Mar 2025 - Present
Unilever – Product Performance Tracker — Power BI, SQL, Jira Wrote detailed mapping docs and user story analysis; collaborated with business and tech teams for ETL design. Delivered cross-regional dashboards aligned to market performance KPIs.	May 2023 - Present
Dyson – Sales Analytics — Power BI, SQL, Jira Delivered wireframes and specs based on business KPIs; automated report validation with SQL. Identified sales gaps and insights using deep-dive SQL analysis.	Aug 2022 – May 2023
Aviva – Retention Modeling — SPSS, SQL, Power BI Defined business KPIs from CRM systems and mapped to reporting outcomes. Automated churn models with Power BI dashboards and SQL triggers.	Aug 2022 - Apr 2023
Delta Airlines – Pricing Impact Analysis — SQL, Power BI Led root cause analysis for pricing anomalies in booking system; visualized impact via dashboards. Recommended strategy updates backed by data insights.	Sep 2022 - Dec 2022

EDUCATION

Smt. Kashibai Navale College of Engineering, Pune B.E. in Computer Engineering	CGPA: 7.95 2022
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CERTIFICATIONS

Microsoft Certified: Data Analyst Associate (Power BI)

Google Data Analytics Professional Certificate

Microsoft Azure Fundamentals (AZ-900) – Basic understanding only

AI for Everyone – Coursera

ACHIEVEMENTS

Star Performer Award (x2) – Kantar

Client Appreciation – AVIVA, Unilever APAC, GRC Team

Part of team recognized as "Best Team of the Year"