

# Pratima Prasad

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Insight-driven data professional with experience turning complex datasets into impactful strategies using Power BI (PL-300 Certified), SQL, Excel, SAP BI tools. Proven track record of streamlining ETL workflows, enhancing reporting accuracy, leading data storytelling across sectors like utilities, logistics, and public services.

## CERTIFICATIONS

- **Microsoft Certified: Power BI Data Analyst (PL-300) | Microsoft | June 2025**

## TECHNICAL SKILLS

### Data Analysis & Visualization:

**Excel, SQL, Analytics** [SAP BusinessObjects (BO), SAP Analytics Cloud (SAC), SAP Web Intelligence (WebI), SAP Lumira Designer],  
**Business Intelligence (BI) & Dashboards** [Microsoft Power BI (PL-300 Certified), DAX, Google Analytics, D3.js], **Python**  
**Database** [MySQL, PostgreSQL, SAP HANA, SAP Business Warehouse (BW), SAP Data Warehouse Cloud (DWC)]  
**Cloud** [SAC, Amazon Web Services (AWS), Google Colab]

## PROFESSIONAL EXPERIENCE

### Data Analytics Consultant — Integrated Travel — USA

Jul 2025 – Present

- Modeled ridership demand using Excel regressions for multiple route scenarios.
- Built Power BI dashboards to visualize station reach and connections & ran cost-revenue tests to validate financial viability.

### Business Process Consultant (Analyst) — SAP Americas — Philadelphia, PA (USA)

Jan 2023 – Mar 2023

- Accomplished 40% efficiency boost and 30% risk reduction for 250+ clients with ETL automation and real-time reporting.
- Achieved seamless BI migration by resolving database issues, reducing reporting time by 50%.
- Shared insights through scheduled report alerts and distributions, improving stakeholder engagement.

### Data Analyst — SAP

Jul 2022 – Jul 2023

- Collaborated with engineering teams to design standardized reporting templates for operational metrics across departments.
- Ensured 100% dashboard accuracy by resolving data mismatch, bugs and conversion errors, refining visual/reporting outputs.
- Consolidated end-to-end BI solutions – from market research, complex dataset modeling to recommending best practices.

### Business Intelligence Developer — SAP

Jun 2019 – Jun 2022

- Lowered data latency by 30% after optimizing SQL workflows for reporting pipelines across manufacturing and logistics.
- Led 30+ hands-on workshops, upskilling 100+ business users in self-service dashboards, story filtering and ad-hoc reporting, accelerating analytics interpretation, adoption and empowering decision-making.
- Spearheaded cross-functional dashboarding initiatives across energy, utilities, and public sector domains.

## KEY PROJECTS

### Reporting & Management Dashboard - Government of Andhra Pradesh (APEPDCL)

- Analyzed large-scale datasets (49.7L+ consumers), enabling intelligent tracking of grid health, DTR failures, energy audits, workforce allocation, revenue trends, cost KPIs, etc. in real time leading to 40% improvement in overall business performance.
- Successfully automated an ETL pipeline to centralize operational data from various modules (FI, HR, MM, PM, PS) into SAP BW.
- Built executive-ready reports using WebI, driving data-backed decision-making for grid management and workforce planning.

### SAP Analytics Cloud Development - Data Plane Front Runner

- Engineered a multi-source data pipeline that streamlined finance, workforce, and project metrics into a single interface.
- Devised role-based dashboards in SAC using live SAP S/4HANA connection and data replication through SAP DWC.
- Enabled a 40% boost in resource planning for project leads by visualizing project cost, utilization, and allocation metrics.
- Generated 1000+ datasets and 100+ test cases, following functional validation testing, achieving 98% accuracy in KPI tracking, on-demand reporting, and analytics.

### Visual Analytics – Emergency Response Dashboard

- Developed an interactive D3.js dashboard to visualize 1,400+ citizen-reported incidents for emergency response.
- Preprocessed 100K+ records through data validation, transformation and standardization, handling missing data (imputation/deletion), outlier detection to account for missing, incorrect, anomalous, irrelevant and duplicate data.
- Optimized resource allocation efficiency by 80% using dynamic mapping driven by advanced visuals-choropleth, violin, stream

### Reddit Dataset Processing and Query Optimization

- Simulated high-performance PostgreSQL big data ingestion for 12M+ records across tables, applying indexing and partitioning.
- Improved ingestion time by 27%, in under 100 seconds via batch optimization and SQL performance tuning.
- Applied Excel analytics for data quality checks, verifying trends and identifying anomalies in operational datasets.

### AWS Serverless Video & Face Recognition

- Built a scalable, cost-efficient serverless video analytics pipeline on AWS (Lambda, S3) for face detection and recognition.
- Designed 3-tier bucket architecture, integrating FFmpeg-based key frame extraction for asynchronous processing.

## EDUCATION

**Master of Science (MS), Computer Science – Arizona State University**

Tempe, Arizona (USA)

## HONORS AND AWARDS

- **Recipient of New American University Scholarship** for academic excellence at Arizona State University
- **Received Thank You, Keep The Promise and Honor awards at SAP** for exceptional delivery, team leadership, and exceeding stakeholder expectations across high-impact projects.