Pratima Prasad

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Data professional skilled in transforming complex datasets into clear business insights with experience leading analytics initiatives across enterprise and government projects. Skilled in Power BI (PL-300 Certified), SQL, and SAP BI platforms to design automated reports, interactive dashboards and optimize data pipelines that enhance data accuracy, drive measurable outcomes and organizational efficiency.

CERTIFICATION - Microsoft Certified: Power BI Data Analyst (PL-300)

PROFESSIONAL EXPERIENCE

Research Data Analyst — *Integrated Travel — USA*   *Jul 2025 – Present*
- Conducted 10-week rail feasibility research study using tourism, labor and census data to map demand and service gaps.
- Analyzed British Columbia Transit data to track seasonal shifts in ridership, revealing 25–30% boarding fluctuations.
- Built data visuals linking ridership trends with socio-economic factors to support phased service design and funding strategies.
- Prepared reports to stakeholders outlining implementation phases, cost models, funding opportunities for future mobility planning.

Business Process Consultant (Analyst) — *SAP Americas — Philadelphia, PA (USA)*   *Jan 2023 – Mar 2023*
- Fulfilled 40% efficiency boost and 30% risk reduction for 250+ clients with ETL automation and real-time reporting.
- Achieved seamless Business Intelligence (BI) migration by resolving database issues, reducing reporting time by 50%.
- Configured recurring business reports with automated delivery, enhancing data accessibility and reporting efficiency.

Data Analyst — *SAP SE*   *Jul 2022 – Jul 2023*
- Collaborated with cross-functional teams to design reusable data models and reporting templates for performance tracking.
- Ensured 100% dashboard accuracy by resolving data mismatch, bugs and conversion errors, refining visual/reporting outputs.
- Built end-to-end BI workflows integrating dataset design, transformation logic, and visualization best practices.

Business Intelligence Developer — *SAP SE*   *Jun 2019 – Jun 2022*
- Re-engineered SQL workflows and ETL scripts to enhance data pipeline performance and reduce query response times by 30%.
- Built scalable BI dashboards and trained 100+ users in advanced visualization, filtering, and on-demand analytics.
- Optimized and maintained enterprise reporting ecosystems across energy, utilities, and public sector datasets for executive insights.

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.

Cloud-Based Development - Data Plane Front Runner (SAP Analytics Cloud)
- 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 *(Github Link)*
- 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

Video Streaming Platform – Content Analytics Dashboard *(Github Link)*
- Built an Excel dashboard analyzing high-volume OTT titles using Power Query and pivot logic.
- Segmented content by region, genre, and rating to identify audience trends.
- Delivered insights via interactive visuals to support content strategy decisions.

Reddit Dataset Processing and Query Optimization *(Github Link)*
- 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.

EDUCATION

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

TECHNICAL SKILLS

Language: Python, Java, SQL, DAX
Database & Cloud Services: MySQL, PostgreSQL, AWS, SAP Analytics Cloud (SAC), SAP HANA, Google Colab
Technologies: D3.js, Pandas, Matplotlib, JavaScript, HTML, CSS, Bootstrap
Analysis & Visualization Tools: Excel, Microsoft Power BI, SAP Business Objects (BO), SAP Web Intelligence (WebI), SAP Lumira Designer, Google Analytics, Visual Studio, Docker, GitHub, Jupyter Notebook, Power Query

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.