

# Ravi Chandu Edru

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## Professional Summary

Dedicated and results-driven Power BI Consultant and Analytics Engineer with extensive experience in data analysis, business intelligence, and data modelling. With 4+ years of professional engagement across varied global industries, I excel in transforming complex datasets into actionable business insights, driving strategic decision-making and enhancing operational efficiency.

## Skills

- **Business Intelligence Tools:** Power BI, Microsoft Excel, Microsoft Fabric (Real-Time Intelligence, Event stream, KQL DB)
- **Programming Languages:** DAX (Data Analysis Expressions), Power Query, M, SQL, KQL
- **Other Competencies:** Data Modelling, Data Visualisation, ETL Processes, Strategic Data Analysis

## Professional Experience

### Freelance Power BI Consultant and Analytics Engineer

*Global | Sep 2021 – Present*

- **Transformed complex data:** Delivered over 50 customised Power BI dashboards to various global clients, enabling data-driven decision-making and significantly enhancing business processes.
- **Optimised data models:** Developed and implemented robust data models that streamlined reporting mechanisms and increased data processing efficiency by 30%.
- **Led strategic data analysis:** Provided in-depth analysis and strategic insights leading to optimised business operations and cost savings, positively impacting client revenues.
- **Enhanced visualisation:** Designed interactive data visualisations that translated complex datasets into easily understandable and actionable business insights.
- **Maintained high client satisfaction:** Consistently earned Top Rated Plus status on Upwork, reflecting a 100% job success rate and 5-star ratings from diverse clients.
- **Implemented ETL processes:** Streamlined ETL workflows that improved data accuracy and reliability, ensuring high-quality data for analysis.
- **Communicated effectively:** Collaborated with non-technical stakeholders to explain technical information clearly, fostering understanding and efficient use of BI tools.

**Power BI Consultant, Metric Strategies**

#### *April 2022 – Present*

- **AJ Manufacturing Company:** Developed comprehensive financial statements to provide clear visibility into financial positions, helping the company better understand and analyse its financials.
- **Hantover (Industrial Distributor):** Created data-driven strategies to manage products and optimise promotions, aiding in increasing sales.
- **TRS (HR Recruiting):** Implemented analytics to evaluate the recruitment process, focusing on timelines and earnings, and offered recommendations to speed up the recruitment cycle.
- **Pryor (Training Provider):** Designed tools to monitor and analyse subscription cycles, assisting in identifying opportunities to improve subscription renewals and enhance revenue.

#### **Certifications**

- **Microsoft Certified: Fabric Data Engineer Associate** *Microsoft* | *Date Obtained: Sept 2025*  
[Credential](#)
- **Microsoft Certified: Fabric Analytics Engineer Associate** *Microsoft* | *Date Obtained: Jun 2025*  
[Credential](#)
- **Microsoft Certified: Power BI Data Analyst Associate** *Microsoft* | *Date Obtained: Oct 2021*  
[Credential](#)
- **Data Analysis and Visualisation with Power BI Nanodegree Program** *Udacity*, August 2021

#### **Education**

- **Post Graduate Program in AIML**, *The University of Texas at Austin* Nov 2024 – Nov 2025
- **Bachelor of Commerce (Computer Applications)**, *Acharya Nagarjuna University* Jan 2020 – Dec 2022

#### **Achievements**

- Successfully delivered 40+ projects on Upwork and Contra, generating over \$200,000 in revenue while maintaining high client satisfaction.
- Maintained a 100% job success rate, reflecting high-quality deliverables and client satisfaction.
- For the past three years, I have been recognised as a Top-Rated Plus Freelancer on Upwork.
- Featured as one of the “Best Microsoft Power BI Freelancers for Business Intelligence to Hire in 2025” by Contra.