

Ishita Gupta

Senior Data Analyst — DA&I (SAP ECC & CRM)

📍 Pune, India (Hybrid) | ✉ ishita.gupta.analytics@pm.me | 📞 +91-98202-44119

LinkedIn: <https://www.linkedin.com/in/ishita-gupta-dai>

Summary

Data Analyst with 7+ years delivering decision intelligence across engineering and IT portfolios. Expert in **Power BI (DAX, Power Query)**, **Python (pandas, numpy)**, and **multi-dimensional modeling** (star schemas, facts/dimensions). Extensive experience integrating **SAP ECC & CRM** data, translating business functionality into technical requirements and compelling business cases, and driving change management and data literacy across domains.

Core Skills

- **Analytics & Engineering:** Power BI, DAX, Power Query, Python (pandas, numpy), statistical modeling, data mining
 - **Data Modeling:** Star schema design, fact table grain definition, conformed dimensions, SCDs, metadata & lineage
 - **Enterprise Apps:** SAP ECC FI/CO/MM/SD, SAP CRM (accounts, opportunities, activities), SAP BW extractors
 - **Platforms & Integration:** Azure SQL, ADF, REST/OData APIs, SharePoint, ServiceNow
 - **Practices:** Agile & Waterfall, backlog grooming, dependency management, L2/L3 support, SOPs & training
 - **Governance:** Data quality controls, stewardship, data literacy enablement, change readiness
-

Experience

Senior Data Analyst — RockByte Consulting (Pune) | 2021–Present

- Built a **unified sales & service analytics model** by integrating **SAP ECC SD** billing and **SAP CRM** pipeline; delivered certified **Power BI** datasets with **RLS** and incremental refresh.
- Partnered with DA&I Tech Lead to set **3–6 month priorities**, aligned to long-term value streams; managed dependencies across capability teams and tracked delivery to budget.
- Authored SOPs and ran **data literacy** sessions for business users; improved Power BI adoption by **+32%** within 2 quarters.
- Handled **L2/L3** triage with DA&I Engineers; drove root-cause analysis and permanent fixes.

Data Analyst — Nexa Systems (Pune) | 2018–2021

- Modeled **star schemas** for supply & inventory analytics; standardized dimensions (customer, product, time) across domains.
 - Built **Python** validation scripts to reconcile ECC extracts vs. model facts; reduced variance to <0.5%.
-

Education

B.E., Computer Science — Savitribai Phule Pune University

Certifications

- PL-300: Microsoft Power BI Data Analyst
- SAP Certified Application Associate (CRM Fundamentals)