

Summary	<p>Experienced Data Analyst with strong expertise in Power BI, SQL, and Python, specializing in building dynamic dashboards, automating data pipelines, and delivering real-time business insights. Proven success in fintech, banking, and consulting projects with a focus on KPI tracking, performance analysis, and process optimization.</p>
Projects	<div><div><h3>Merchant Dashboard</h3><p>Overview: Built interactive Power BI dashboard to track GMV, transactions, and regional performance across different merchant categories.</p><p>Data Preparation:</p><ol style="list-style-type: none">Used both Import and DirectQuery modes based on refresh needs & connected Power BI using Folder Connector.Extracted data via SQL (AWS Athena) transformed using Python (pandas).Automated pipelines using Airflow/cron, stored outputs in S3/local folders.<p>Data Analysis:</p><ol style="list-style-type: none">Performed segmentation by merchant type, payment method, and region.Created DAX measures for GMV trends, YoY comparison, and performance scoring.<p>Results:</p><p>Eliminated manual reporting (100% automation) & delivered deeper insights into regional and category performance.</p></div><div><h3>Banking KPI Dashboard</h3><p>Overview: Developed a real-time Power BI dashboard to monitor key banking KPIs like loan disbursal, customer onboarding, SLA adherence, and branch productivity.</p><p>Data Preparation:</p><ol style="list-style-type: none">Connected to MariaDB using DirectQuery for live transactional data.Integrated Excel-based MIS via SharePoint live connection.Transformed data in Power Query: removed duplicates, handled nulls, unified formats, applied conditional columns for risk and product grouping.<p>Data Analysis:</p><ol style="list-style-type: none">Built DAX for Loan Approval Rate, SLA Compliance %, Cross-sell Ratio, and Onboarding Time.Enabled drill-down analysis by zone → region → branch using slicers and hierarchies.<p>Results:</p><p>Enabled real-time SLA tracking which contributed to a 20% increase in quarterly target achievement and enhanced operational transparency.</p></div><div><h3>Sales Performance Dashboard</h3><p>Overview: Designed a Power BI dashboard to track sales performance, target achievement, and campaign effectiveness across territories and product lines.</p><p>Data Preparation:</p><ol style="list-style-type: none">Extracted data from SQL Server, created SQL views and joined multiple tables.Built a star schema model with dimension tables for products, agents, regions, and time.<p>Data Analysis:</p><ol style="list-style-type: none">Created DAX measures for Conversion Ratio, Average Deal Size, Revenue Growth %, and Lead-to-Close Time.Implemented dynamic visuals for sales funnels, monthly revenue trends, and territory comparisons.Used time intelligence functions (e.g., TOTALYTD, SAMEPERIODLASTYEAR) for trend analysis.<p>Results:</p><p>Identified low performing regions and sales gaps which improved accuracy and optimized resource allocation through data-driven insights.</p></div></div>
Education & Technical Skills	<div><div><p>Education: Birla Institute of Technology, Mesra (2017–2021) B.E. – Electronics & Communication Engineering (ECE) GPA: 6.93 12th 74.2%, 10th 70.3%</p><p>Skills: MySQL, PSQL, Python, PowerBI, Linux (EC2 Server), Airflow, AWS (Athena, S3), Jira, Redash, MS–Excel, PowerPoint</p></div><div>EXL</div></div>