

VISHRUTH ADITHYA J

Data Analyst

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ABOUT ME

I am a Data Analyst with over 4.5 years of experience in leveraging Power BI, SQL, and data modeling. My expertise lies in translating complex stakeholder requirements into actionable BI solutions that drive efficiency and improve decision-making across various industries. I have a proven track record of enhancing reporting workflows, reducing delays, and delivering measurable business impact

EXPERIENCE

Senior Power BI Developer

Tek Systems

11/2024 - 06/2025

- Collaborated with business stakeholders to gather reporting requirements and translate them into BI solutions
- Designed and developed interactive dashboards and reports using Power BI, providing actionable insights for business leaders
- Built and optimized data models with relationships, calculated measures, and KPIs using DAX and Power Query
- Developed SQL queries, stored procedures, and views to extract, clean, and transform data from multiple sources
- Automated ETL workflows and data refreshes using Power Automate and SSIS to improve reporting efficiency
- Implemented Row-Level Security (RLS) to ensure secure, role-based access to reports
- Partnered with cross-functional teams to deliver insights on supply chain efficiency and retail performance
- Conducted data validation, cleansing, and quality checks, improving report accuracy
- Delivered insights that contributed to reducing reporting delays and improving logistics efficiency
- Created documentation, training, and user guides to improve BI adoption across business teams

CERTIFICATION

MICROSOFT CERTIFIED: POWER BI DATA ANALYST

KEY ACHIEVEMENTS

Impactful Reporting Improvements

- Reduced reporting delays by 10–20%, giving stakeholders faster access to insights.
- Streamlined claims reporting, improving processing time by 20%.
- Enhanced logistics reporting, driving a 12% boost in efficiency.
- Automated recurring reports, saving 30% of manual effort.
- Delivered clear, actionable dashboards that improved decision-making across functions.

Cross-Functional Collaboration

- Partnered with marketing, supply chain, and healthcare teams to deliver data-driven solutions.
- Translated business needs into KPIs and dashboards for different functions.
- Worked with global stakeholders to align insights with strategic goals.
- Enabled cross-team decisions by providing clear, consistent reporting.
- Built strong relationships with business users, ensuring adoption of analytics solutions

Data Analyst

Tiger Analytics

01/2021 - 10/2024

Data analytics consultancy

- Partnered with global marketing and commercial stakeholders to design and deliver interactive Power BI dashboards for oncology brand performance tracking.
- Led requirement gathering sessions to define KPIs on market share, brand adoption, and competitor benchmarking, ensuring alignment with business objectives.
- Designed and implemented end-to-end data models, transforming large and complex datasets into structured formats for accurate and scalable reporting.
- Developed and enforced Row-Level Security (RLS) and governance controls to meet compliance and data privacy regulations across regions.
- Automated recurring reporting processes using Power BI Service, Power Automate, and SQL, reducing manual effort by 30%.
- Delivered actionable insights that improved brand strategy, sales forecasting, and operational reporting efficiency, leading to measurable impact on decision-making.
- Collaborated with cross-functional teams across pharma, healthcare, and insurance domains, consistently driving data-driven solutions over 4 years.

SKILLS

Core BI & Data Skills

Power BI (Desktop & Service) – Dashboard design, data modeling, DAX, RLS

SQL (Advanced) – Queries, stored procedures, views, performance tuning

Data Modeling & ETL – Power Query, SSIS, and data integration pipelines

Cloud & Big Data – Azure Data Factory (ADF), PySpark-based pipelines for scalable data processing and transformation.

Analytics & Business Skills

Data Visualization & Storytelling – Turning raw data into actionable insights

Statistical Analysis – Trend analysis, forecasting, hypothesis testing

KPI & Dashboard Development – Sales, finance, supply chain, and marketing analytics

Business Acumen – Translating stakeholder needs into BI solutions

Process Improvement – Identifying inefficiencies and recommending data-driven solutions

Collaboration & Stakeholder Engagement – Working with crossfunctional teams (finance, operations, marketing, supply chain)

PROJECTS

Oncology Brand Reporting – Leading Pharma Company

- Collaborated with global marketing and commercial stakeholders to build interactive Power BI dashboards for oncology performance tracking.
- Gathered requirements across countries to design KPIs on market share, brand adoption, and testing rates.
- Modeled and transformed data using Power Query and DAX, ensuring consistent and accurate reporting.
- Implemented Row-Level Security (RLS) for country-specific access, ensuring compliance and trust.
- Delivered insights that improved brand strategy alignment and supported cross-country decision-making. Enhanced reporting efficiency by 15%, reducing manual intervention and acceleration.

Retail Transformation Project – Leading Pharma Company

- Partnered with retail operations and finance stakeholders to enable visibility into organizational KPIs.
- Developed end-to-end reporting solutions in Power BI, integrating SQL and Excel data sources.
- Automated SSIS packages to centralize data from multiple sources for unified reporting.
- Designed dashboards for retail sales, customer engagement, and product performance.
- Improved dashboard adoption by simplifying visualizations and aligning with strategic KPIs.
- Supported business decisions that led to a 10% reduction in reporting delays and improved accessibility.

Supply Chain & Logistics Analytics – Global Logistics Company

- Engaged with supply chain, procurement, and logistics managers to define metrics for delivery, cost, and warehouse utilization.
- Built Power BI dashboards integrating SQL Server, Excel, and third-party logistics data. Developed DAX measures to track shipment delays, carrier performance, and route efficiency.
- Automated workflows with Power Automate to provide near real-time shipment status updates.
- Delivered actionable insights that reduced average delivery delays by 12% and improved cost efficiency by 8%.
- Strengthened collaboration between logistics and finance teams through unified data visibility.

Healthcare Claims Analysis – Health Insurance Provider

- Worked closely with claims, fraud detection, and compliance stakeholders to improve claims visibility.
- Designed Power BI dashboards to track fraud indicators, claim anomalies, and processing efficiency.
- Wrote optimized SQL queries and automated validation checks for large claims datasets.
- Applied Power Query transformations to standardize and cleanse healthcare claim records.
- Delivered insights that reduced claims processing time by 20%, improving both accuracy and efficiency.
- Supported leadership with dashboards that enhanced fraud detection and resource allocation.

Marketing Campaign Analytics – Insurance Brand

- Collaborated with marketing and regional sales teams to track campaign ROI and performance trends.
- Designed Power BI dashboards with SQL-based RLS for secure, region-specific reporting. Integrated multi-channel data to analyze lead conversion rates and customer engagement.
- Identified underperforming customer segments, enabling reallocation of marketing spend.
- Delivered insights that improved campaign efficiency by 15% and boosted ROI visibility.
- Helped optimize targeting strategies, increasing customer engagement across regions.

EDUCATION

BACHELOR OF COMMERCE ADHIPARASAKTHI COLLEGE OF ARTS -2018