

## Sravya Chilukuri

Senior Consultant | Data Analytics | Business Intelligence

+19843439206

sravya.chilukuri3101@gmail.com

### Professional Summary:

With over 7 years of experience in data analytics and business intelligence across global markets (India, UK), I specialize in leveraging tools like **Power BI, Looker, GCP (BigQuery, Dataflow)**, and **Python** to drive data-driven decision-making. My expertise spans end-to-end data management, including designing scalable ETL pipelines, optimizing relational databases, and building interactive dashboards (30+ in Looker/Power BI) that translate complex data into actionable insights for cross-functional teams. I have successfully executed A/B and factorial testing in BigQuery, resolving data inconsistencies to boost campaign ROI by 11% and enhance user engagement. Proficient in advanced data modeling, Python-based statistical analysis (Pandas, SciPy), and cloud-native automation (GCP Dataflow), I also prioritize robust data governance through IAM roles, row-level security, and audit-ready documentation. My collaborative approach ensures alignment with business objectives, combining agile methodologies, stakeholder engagement, and executive-level storytelling to deliver measurable impact in marketing, finance, and operations.

### Technical Skills:

- **BI Tools:** Power BI, Looker
- **Programming Languages:** Python, SQL
- **Database Technologies:** SQL (MySQL, BigQuery, SSMS)
- **Analytic skills:** A/B testing, full and partial factorial testing, statistical analysis
- **Cloud Platforms:** GCP (BigQuery, Dataflow, Looker), Databricks
- **Marketing Analytics:** Google Analytics, Adobe Analytics, sales analytics
- **Data Engineering Tools:** Analytic Canvas, Airflow
- **Data Integration:** ETL, data pipelines
- **Data Modelling:** LookML, Advanced DAX, Power Query, relation databases, schema design

### Professional Experience:

Metropolis

London, United Kingdom

Business Intelligence Manager/ Senior Consultant (November 2022 – December 2023)

### Management Responsibilities:

I collaborated with business users and sponsors to understand functional requirements and key business questions, aligning project roadmaps with agile principles for impactful outcomes. I managed and developed a data warehouse, built dashboards, and liaised with stakeholders across three major divisions (25+ brands), contributing to a 13% increase in brand awareness and customer engagement. Additionally, I led a team of 3, providing mentoring, performance evaluations, and process documentation, while offering guidance in marketing analytics and tools like Adobe Analytics and Google Analytics to drive business growth and optimize lead management.

### Technical Responsibilities:

- **Looker Dashboard Development:** Designed and deployed **30+ interactive Looker dashboards** across 3 divisions (25+ brands), translating complex requirements into intuitive visualizations for marketing, finance, and operations.
- **A/B Testing & Analytics:** Identified data inconsistencies through **full/partial factorial testing** in BigQuery, improving user engagement and campaign ROI by **11%**. Analyzed **Google Analytics** and **Adobe Analytics** data to optimize cross-channel campaign performance (LinkedIn, Facebook, Instagram).
- **Cross-Functional Collaboration:** Partnered with web and analytics teams to gather insights, developing **Looker storytelling dashboards** that informed data-driven marketing strategies.
- **Looker Maintenance & Optimization:** Provided ongoing support for Looker reports, including bug fixes, performance tuning, and **LookML model enhancements**.
- **BigQuery Data Pipelines:** Orchestrated **GCP Dataflow** pipelines to automate data ingestion from **Adobe, HubSpot, Evessio** and social platforms into BigQuery. Performed data scrubbing, validation checks, and transformations (e.g., derived columns, conditional splits) to ensure warehouse integrity.
- **Scheduled Reporting:** Automated daily/weekly/monthly executive reports in **Looker** and **Power BI**, tailored to regional and categorical business needs.
- **BigQuery Optimization:** Streamlined complex queries using **joins, nested subqueries**, and partitioning/clustering strategies. Optimized performance via **materialized views** and indexing.
- **Data Governance:** Enforced business rules through **implementing IAM roles** and automated backups.

- **Looker Data Modeling:** Designed scalable **LookML models** with dynamic aggregates and refined user interfaces for executive dashboards.

#### National Center for Earth Observation

Leicester, United Kingdom

Senior Data Analyst (November 2021- October 2022)

#### Management Responsibilities:

I collaborated with business users and internal stakeholders to gather requirements, build data models, and perform ETL operations, ensuring the data warehouse met organizational needs. Additionally, I managed finance and data teams to maintain efficient workflows, overseeing budget compliance and delivering clear data visualizations and insights to analytics leaders and stakeholders.

#### Technical Responsibilities:

- **Data Migration:** Migrated and optimized **10+ years of transactional data** into a structured SQL database, enabling streamlined analysis and reporting.
- **Data Optimization:** Optimized database performance by creating **clustered/non-clustered indexes** and indexed views for complex multi-table queries.
- **Stakeholder Collaboration:** Partnered with users, team leads, and technical managers to define system requirements, ensuring alignment with analytical and reporting needs.
- **SQL:** Developed advanced SQL queries (joins, sub-queries) to analyze marketing and operational data, supporting critical decision-making.
- **Data Pipeline Development:** Automated recurring reporting tasks via **SQL scripting** and **SSIS pipelines**, improving efficiency by 30%.
- **Data modelling:** Designed relational data models in Power BI to meet analytical needs across business divisions.
- **Power BI Development:** Created **DAX measures/columns** to derive business-critical metrics (e.g., campaign ROI, customer segmentation).
- **Reporting:** Built interactive Power BI dashboards with slicers, page/report-level filters, and custom visuals for cross-functional teams.
- **Data Governance and Security:** Implemented **row-level security** in **Power BI dashboards** to mask sensitive financial and PII data (e.g., emails, phone numbers).
- **Dashboard Maintenance:** Scheduled daily/weekly/monthly **Power BI** reports for executives, analysts, and regional stakeholders.

#### Leicestershire Fire and Rescue Service

Leicester, United Kingdom

Research Data Analyst (July 2020 – July 2021)

#### Responsibilities:

- **Dashboard Development:** Designed **real-time Power BI dashboards** for operational metrics (e.g., incident response times), leveraging **DAX** to calculate trends and deliver actionable insights.
- **Reporting:** Created **monthly, quarterly, and yearly reports** to analyze incidental data trends, advising management on improvement strategies (e.g., resource allocation).
- **KPI metrics:** Built interactive dashboards with **KPIs** (e.g., incident frequency, resolution rates) and **drill-down/up functionality** for granular stakeholder analysis.
- **Data Security:** Implemented **row-level security** in Power BI to mask sensitive personal data (e.g., addresses, phone numbers).
- **Governance:** Enforced **column-level security** in the data warehouse to restrict access to confidential fields.
- **Python Integration:** Processed and transformed raw data using **Python** (Pandas, NumPy) and loaded results into **Power BI cache** for visualization.
- **Advanced Analytics:** Conducted statistical analysis and regression modeling with **SciPy** and **Matplotlib** to identify patterns in incident data.
- **Power BI Administration:** Managed **Power BI licensing**, user access, and workspace governance for the organization.
- **Cross-Functional Collaboration:** Partnered with IT, operations, and field teams to resolve data inconsistencies and improve analytics reliability.
- **User Training:** Trained 20+ business users on **Power BI Desktop, Service, and Mobile App**, enabling self-service analytics.
- **Support:** Provided technical support for dashboard adoption and documented reconciliation processes for audit compliance.
- **Project Scaling:** Expanded a successful dashboard initiative to **Nottingham Fire and Rescue Service**, standardizing analytics across counties.

## Entura International

Leicester, United Kingdom

Content Protection Analyst (October 2019 – July 2020)

### Responsibilities:

- **Requirements Gathering & Data Preparation:** Collaborated with stakeholders to gather business requirements, using **Power Query** and **SQL** to clean data, create relationships, and develop derived tables for reporting.
- **Dashboard Development:** Built **Power BI dashboards** with bar charts, pie charts, and tree maps, providing actionable insights while managing dashboard security.
- **Reporting:** Conducted market analyses and deep-dive investigations to define **KPIs** and ensure high-quality processes.
- **Data Modeling:** Created dimensions, hierarchies, measures, and measure groups to meet business needs.

## DXC Technology

Bangalore, India

Data Analyst (November 2016 – May 2019)

### Responsibilities:

- **Workflow & Requirements Analysis:** Partnered with external clients and internal teams to gather requirements and improve workflows.
- **Data Visualization:** Transformed legacy Excel reports into **Power BI dashboards**, using SQL for data cleaning and table relationships.
- **Reporting:** Created a repository of reusable templates and best practices for data visualization.
- **Portfolio Credit Analysis:** Conducted **portfolio credit quality assessments** and developed detailed reports on employee data to drive business insights.
- **Process Automation & Optimization:** Automated error handling in SQL procedures using **try-catch blocks** and **raiserror** functions.
- **Python:** Leveraged **Python** (Pandas, NumPy) for data manipulation and regression analysis, loading results into **Power BI cache** for visualization.

## Lifecircle Healthcare

Hyderabad, India

Project Management Intern (December 2015 – October 2016)

### Responsibilities:

- **Project Planning:** Collaborated with project managers and analysts to design solutions based on business requirements.
- **Data Management:** Modeled cost-efficient data schemas in **Power BI** and documented data processes.
- **Data Modeling & Optimization:** Implemented **DAX queries** for calculated measures and optimized database performance using **SQL-driven** derived tables and caching.
- **Dashboard Development:** Built standardized dashboards aligned with project requirements.

## Imbuedesk

Hyderabad, India

Technical Intern (May 2015 – November 2015)

### Responsibilities:

- **Workflow Analysis & SQL Development:** Coordinated with DBAs to generate SQL code from data models.
- **Data Visualization:** Created reports using **Excel charts** and pivot tables for ad-hoc data analysis.
- **Reporting:** Generated weekly reports to enhance communication between business teams.

## Education

- Masters in data Analysis for Business Intelligence from University of Leicester from 2019 - 2021.
- Bachelors in computer science and Engineering from GITAM University from 2012 – 2016.