Deepali Air

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Profile

Senior Data Analyst with 7 years of experience, specializing in data-driven insights, dashboard development, and workflow automation. Adept at optimizing business processes, implementing strategic reporting solutions, and improving decision-making frameworks through advanced analytics. Holds a Master's in Information Technology from Mumbai University, India.

Experience

FREELANCE - DATA ANALYST | OCT 23 – PRESENT

- Designed and developed customized Power BI dashboards from scratch to enhance decision-making processes.
- Proposed and implemented automated reporting frameworks, reducing manual data handling.
- Led data validation and quality control initiatives, ensuring accuracy and reliability in reporting.
- Consulted with stakeholders to define key business metrics and optimize reporting structures.
- Conducted ad hoc deep-dive analyses to provide actionable insights for business improvements.
- Presented data-driven insights to executive leadership, influencing business strategies.
- Developed an automated alerting system for key business metrics, reducing response time to critical changes.

DATA ANALYST (PROJECT COORDINATOR) | TELUS INTERNATIONAL | JUL 21 – OCT 23

- Built and deployed Power BI dashboards to monitor performance metrics, reducing reporting time by 35%.
- Proposed and executed a data automation strategy, eliminating redundant manual reporting tasks.
- Led cross-functional collaboration to refine data processing methodologies, improving efficiency.
- Conducted deep-dive analyses on operational data to drive business strategy and improve KPIs.
- Delivered data-driven presentations to leadership, influencing strategic planning initiatives.
- Spearheaded the design and implementation of a data warehouse, enhancing data accessibility.
- Developed real-time monitoring solutions to track key performance indicators (KPIs), reducing response time to issues by 25%.

SPATIAL DATA SPECIALIST | HERE TECHNOLOGY | NOV 17 – JUL 21

- Developed and managed automated reporting tools for geospatial data analysis, reducing errors by 25%.
- Proposed and introduced data governance protocols, improving data consistency and compliance.
- Spearheaded the creation of a centralized data repository, enhancing data accessibility and usability.
- Led stakeholder meetings to align business objectives with data insights, shaping operational decisions.
- Conducted root cause analysis on performance metrics, identifying key areas for improvement.
- Designed scalable ETL pipelines to streamline data transformation, improving processing efficiency.
- Partnered with engineering teams to enhance database performance, reducing query execution time by 40%.

Education

🎓 MASTER OF SCIENCE: INFORMATION TECHNOLOGY | APRIL 2018 - APRIL 2020
MUMBAI UNIVERSITY - INDIA

🎓 BACHELOR OF SCIENCE: INFORMATION TECHNOLOGY | APRIL 2014 - APRIL 2017
MUMBAI UNIVERSITY – INDIA

Technical Skills

Data Analysis, Excel, Power BI, Data Visualization, Dashboarding, Data Cleaning, Reporting, Stakeholder Management, SQL, Workflow Optimization

Tools & Technologies

- **SQL Server Management Studio, Microsoft Power BI, JIRA, Confluence, Microsoft Excel, Microsoft SharePoint**

Accomplishments

- **"Rising Star of the Month" - HERE Solutions, November 2019 – Recognized for designing cost-effective, scalable business solutions.**
- **Successfully implemented workflow enhancements that improved data processing efficiency by 30%.**