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**Power BI Developer Email:** [**nishashaik62@gmail.com**](mailto:nishashaik62@gmail.com)

# PROFESSIONAL SUMMARY:

* Microsoft Power BI Certified Data Analyst and Tableau Desktop Specialist with 7+years of IT Experience in design, analysis, development, implementation of various applications using BI Tools in **Finance**, **Retail Marketing, Commercial, Banking, HR, HealthCare, Procurement and Operations.**
* Extensive experience in working with Business Intelligence data visualization tools with specialization on **BI Desktop, Service, Report Builder.**
* Proficient in developing in Entity-Relationship diagrams, **Dimensional Modeling**, Star/Snowflake schemas designs, and expert in modelling Transactional Databases, Data Warehouses.
* Experience in designing data conversion strategy, development on data mappings and design of Extraction, Transformation and Load **ETL** routines for migrating data from non-relational or source relational to target relational.
* Involved in creating Dashboards and Reports in **Power BI**. Created report schedules on Power BI Service.
* Proficient in designing and creating various Visualization, **Dashboards**, worksheets and analytical reports to help users to identify critical **KPIs** using **DAX Formulas** and facilitate strategic planning in the organization utilizing Power BI Visualizations according to the end user requirements.
* Extensive Knowledge in various reporting objects **like Facts, Attributes, Hierarchies Transformations, Filters, Calculated fields, Sets, Groups, Parameters** etc. in Power BI.
* Good understanding **Performance Tuning, Data Extraction and Processing** and able to improve the performance of Dashboards.
* Proficient in design and development of various dashboards, reports utilizing Power BI visualization like **Bar Graphs, Scatter Plots, Pie Charts, Heat Maps, Bubble Charts, Tree Maps, Funnel Charts, Box Plots**, **Pareto Chart.**
* Experience in creating and implementing **interactive charts, graphs**, **Data Governance** and other user interface elements.
* Extensively worked on other machine learning libraries such as Seaborn, Scikit learn, SciPy for machine learning and familiar working with NLTK for deep learning.
* Experience in Text Analytics, developing different Statistical Machine Learning, **Data Mining** solutions to various business problems and generating data visualizations using R, Python.
* Expertized in Python data extraction and data manipulation, and widely used python libraries like **NumPy**, **Pandas**, and **Matplotlib** for data analysis.
* Recognized and got appreciated by clients to deliver efficient solutions.
* Scheduled the reports as per business requirements
* Have Excellent communication and team working experience.

# TECHNICAL SKILLS:

* **Languages**: Python, R.
* **Packages/Libraries**: Pandas, NumPy, Seaborn, SciPy, Matplotlib, Scikitlearn, Beautiful Soup, ggplot2, g models, NLP, Reshape2, plyr.
* **Machine Learning**: Linear Regression, Logistic Regression, Decision trees, Random Forest, Association Rule Mining (Market Basket Analysis).
* **Statistical Tools**: Time Series, Regression models, Confidence interval, Principal Component analysis, Dimensionality Reduction, Bootstrapping.
* **BI Tools**: Tableau Desktop, Tableau Public, Tableau Prep Builder, Tableau Online, Power BI, Power Automate, Power Apps.
* **ETL Tools**: KNIME, SSIS.
* **Cloud Platform**: SAAS, Microsoft AZURE.
* **DBMS**: Azure SQL, MYSQL, Oracle, SAP BI, Snowflake, Google Analytics.

# COURSES/CERTIFICATIONS:

* **Tableau Desktop Specialist**

Tableau Software

* **Power BI Data Analyst Associate**

Microsoft Corp

* Data Science & AI.
* Career Skills in Data Analytics and Business Analysis by LinkedIn and Microsoft.

# EDUCATION QUALIFICATION:

* Masters of Technology in Electrical and Electronics Engineering from S.V University, Tirupati.
* Bachelors of Engineering in Instrumentation and Control Systems from J.N.T.U, Hyderabad.

# EXPERIENCE SUMMARY:

* Currently working as Freelancer Data Analyst from Sep 2024-Present
* Worked as Business Analyst at Keolis-MHI, Dubai Metro from Feb 2023-Aug 2024.
* Worked as Data Analyst at HCL technologies from Mar -2019 to Feb -2022.
* Worked as Power BI Developer at Tata Consultancy services from Jan- 2017 to Feb - 2019.

**PROJECTS:**

**Freelancer Data Analyst,** Confidential, Sharjah.

* Conducting requirements gathering meetings to elicit requirements.
* Writing BRD (Business Requirement Document) from gathered requirements.
* Prepare and publish periodic managements plans.
* Created the Reporting requirements documents.
* Deriving the use cases from Developed Matrix when necessary.
* Analyzed the complex data for reporting and Performance Analysis.
* Validated the External Data to ensure accurate reporting.

**Clinical Data Analyst**

* Processed data from sponsors including data transfer, data cleaning, database mapping and reporting.
* Analyzed, wrote, tested, ran and maintained computer programs for the import of data from external sources into database system.
* Collected business requirements to set rules for proper data transfer Data Source to Data Target in Data Mapping.
* Participated in improving divisional performance through recommending areas or approaches for improvements activities, performing new procedures, collecting data and provided input to department discussions.

**Business Performance Analyst**, Keolis-MHI, Dubai Metro.

**PMO Projects:**

Keolis Group is a global leader in the operation of shared multimodal mobility solutions including trains, buses and coaches, trolleybuses, shared car solutions, river and sea shuttle services, bike share services, car sharing, fully electric driverless shuttles and urban cable cars for over 300 public transport authorities in 13 countries. PMO projects that defines and maintains the standards of project management for a company. These retains the documentation and metrics for executing projects and is tasked with ensuring projects are delivered on time and within budget.

### Roles & Responsibilities:

* Captured, sorted, improved, reported, and analyzed the data outputs from projects.
* Managed data held in Excel or Sheets and generated regular report analysis from the information.
* Prepared data and reports for project managers, the PMO team and project stakeholders, with an understanding of the different needs of each.
* Produced forecasts for project and PMO performance based on historical analysis for [resource](https://www.pmmajik.com/resource-scheduling-and-project-scheduling-how-they-work-together/) [planning](https://www.pmmajik.com/resource-scheduling-and-project-scheduling-how-they-work-together/), budgeting, and timeline prediction, for example.
* Recognized and rectified data exceptions through working with project teams or colleagues in the PMO.
* Ensured project parameters meet clients agreed-upon needs and expectations.
* Monitored existing projects to ensure timely execution and completion.
* Gathered and analyzed project data to identify its weaknesses and resolve any time-related or budgetary snags.
* Worked Closely with Stakeholders, Executives for various department such as E&M, Operations and Civils.
* Visualized data in Bar chart, Pie Chart, Gauge factor and Tree Map. Build custom related charts and calculated fields and Measures.
* Calculated Overall status of Actual Vs Plan for RTA Projects, Annual Management plans, Committed Obligations and Third-Party Claims for Metro and Tram.

## Procurement Analysis:

Procurement analysis consists of collecting and reviewing historical data to evaluate past performance, on-the-go data mining to access the current state and predict the threats and opportunities for the future, using all of this to make fact-based decisions.

### Roles & Responsibilities:

* Involved in gathering user requirements.
* Designed PO dynamics reporting and Contract Database reporting to Finance and Procurement departments using Power BI.
* Using Microsoft Power BI for data visualization.
* Created new measures and new calculated columns for reports and dashboard analysis.
* Created data visualizations with various visual objects (Line chart, Bar chart, Tree map, Single card, KPI map, Pie chart and custom visuals.
* Created Drill Down reports, Drill Through reports by Contract Type.
* Monthly presentation to the business users about the reports and their changes.
* Worked on transformations that are available on power bi editor.
* Shared the dashboards among the multiple users in the group.

## HR Analysis:

HR analytics aim to provide insight into how best to manage employee and reach business goals. The objective is to monitor key HR metrics on employees and identify what factors impact attrition.

### Roles & Responsibilities:

* + Gather and analyze HR data: collect and interpret HR data from various sources, including employee records, surveys, performance evaluations, and requirement metrics. Identify trends, patterns, and insights to evaluate the effectiveness of HR programs and initiatives.
  + Create HR reports: Develop and maintain HR reports, dashboards, and presentations to provide accurate and timely information HR stakeholders and senior management. Present finding and recommendations to support decision-making processes.
  + Coordinated with hiring managers to forecast recruitment needs, successfully reducing vacancy rates by 15%.
  + Spearheaded the diversity hiring initiative, increasing diversity hires by 13.4% for one year.
  + The granularity of data in each segment can be visualized.
  + The key statistics in analyzing the overall: Monthly attrition rate, Absenteeism by department, Unpaid Leave days, Sick leave days and Demographic rates.
  + The main transformation is adding new column Age Distribution to show distribution of ages in different department.
  + We have used different transformations to convert the data in more useful format, added different transformation such as transpose, pivot, unpivot and also change the data type.

## OCC RL/GL Reports:

The main objective in setting up an integrated OCC is to ensure Centralized Monitoring and Controlling in the event of disruptions or failures in the Metro system.

### Roles & Responsibilities:

* + Requirement Gathering, Performed needs assessment, Impact Analysis with business users for reporting and analytical projects.
  + Analyzed data flow and gathered Business requirements to create design documentation.
  + Participated in translating some key Business requirements into technical specifications.
  + Worked closely with business users to define reporting requirements and documenting the requirements to design and develop and maintain, secure BI reports.
  + Reported data for current and previous month and plotted Bar graphs, Pie charts and Waterfall charts to enable the users compare the performance of the Business Unit.
  + Worked on tuning data consistency while pulling data for reporting.
  + Involved in Creating and delivering presentations to various business teams regarding the status and key decisions of business issues.
  + Designed reports using Drill-Through, Hierarchy and Tooltips enabling users the choice of dynamism.
  + Performed data analysis and explored data visualization techniques on variety of data stored in excel files using combination of integration and reporting services.

## Commercial Analysis:

A Commercial Analyst conducts examinations of company’s revenue, operations, expenses and

competition to find ways improve the company’s financial standing. The main Objective is to identify patterns and discrepancies in financial activity, and then use this analysis to suggest policy changes and goals to improve profits.

### Roles & Responsibilities:

* Conducted market research and analysis to identify potential opportunities for growth and expansion.
* Developed product pricing strategies to increase sales.
* Identified and evaluated key market trends and data to inform strategic decisions.
* Worked closely with different stakeholders, executives understand the findings and make better decisions.
* Designed Contract Compliance Measurement, Variation Tracker and Work at Risk Dashboard to analyses various trends in the department.
* In CCM, reported data for action owners for various months, pending actions for the current month for different departments.
* In Variation Tracker dashboard, tracked work at risk patterns in different department such as Maintenance, E&M, PMO, Procurement, IT and Operations.
* Calculated invoices received; Payment received for various department performed the BRAG status by using clustered bar graph. By using Power Query created calculated fields, custom query to analyses the data.
* Visualized Overall status of each project start and end date, calculated budget status and verified the project status to be completed in mention duration to reduce WaR.
* Performed data analysis by using Pie chart, Bar chart, Stacked Bar chart and Funnel chart.

## Retail Management:

* + Visualized the summary details of retail management for both Metro and Tram.
  + Calculated the sum of approximate rent by area for green line and red line in Metro for current month by using clustered column chart.
  + Analyzed the sum of amount for different retail shops, Vending machine and Kiosk retail units.
  + Performed Top 10 average amount of ridership for one day by station name and approximate rent for each station retail shops in Metro.
  + Calculated the overall status of Tram by approximate rent and Station name, analyzed Top 10 ridership by station name and approximate rent in Tram.
  + Worked with different stakeholders to improve the performance for both Metro and Tram retail shop units.

**Data Analyst/Power BI Developer**, Axis Bank, Bengaluru.

## Banking & Finance

Axis Bank is the third largest private sector bank in India. The Bank offers the entire spectrum of financial services to customer segments covering Large and Mid- Corporates, MSME, Agriculture and Retail Businesses. This Project is based on reflecting the fact whether the customer left the bank (closed his account) or s/he continues to be a customer.

### Roles & Responsibilities:

* Analyze and Filtered 100k rows of data sent by client in multiple batches. Optimized and pre- processed data before building Classification Model.
* Performed Feature Engineering on data having 148 columns using Python Libraries like Pandas, NumPy, Seaborn.
* Experience in design and development of Power BI visualization solutions.
* Preparing Dashboards using calculations, parameters in Power BI.
* Created **Drill down, Drill up** in worksheets in Power BI.
* Working on generating various dashboards in Power BI Service using various sources such as SQL Server/MySQL.
* Developed story telling dashboards in Power BI Desktop and published them on to Power BI Service, which allowed end users to understand the data on the fly with usage of **quick filters** on demand needed information.
* **Blended** data from multiple Databases in one report by selecting primary keys in each database for data validation.
* Effectively interacted with Team, Data Modelers and defined Mapping documents and design process for various Sources and Targets.
* Created **BI reports** to present data predictions.
* Created **action filters, parameters**, calculated sets for preparing dashboards and worksheets in Power BI.
* Create, Customize share **interactive web dashboards** in minutes with simple drag drop.

**BI Developer/Tableau Developer**, Reliance Fresh, Bengaluru.

## Marketing

This project is about Marketing Procurement is the buying of goods and services that support an organization’s Marketing investment**. Procurement fraud** is a deliberate deception intended to influence any stage of the procure-to-pay lifecycle in order to make a financial gain or cause a loss**.**

## Roles & Responsibilities:

* Analyze of Sales and Profit. Identified the Fraud Risk Assessment and Mitigate Fraud.
* The constraints of project are to analyze the year where number of frauds happened is more.
* Analyze the product item sales is high in which year. The **granularity** of data in different segments can be visualized.
* Preparing dashboard and analyses trend to aid in targeting and development of new business opportunities.
* Responsible for the design and development of key indicators (KPI) and the appropriate tracking reports to assist in the management campaigns.
* Gathering data, analyses trend, proactively identifies variances to forecast and automating existing dashboards.

### Endorsement:

I hereby declare that the information furnished above is complete and true to the best of my knowledge. DATE:

UAE NISHA SHAIK