Mrityunjay Shukla

Power BI Developer/Data Analyst

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SUMMARY

Data Analyst with over 2+ years of experience in data collection, analysis, and visualization. Proficient in Power BI, Excel, and SQL, with a background in FMCG, Construction, Healthcare industries and HR department. Skilled in converting raw data into meaningful reports and data-driven strategies to support business growth and performance optimization .

EXPERIENCE

Power BI Data Analyst
Xtend sales   Client- Hotpack Global

Jan 24- Present
Remote

- Specialized in transforming complex data into actionable insights, resulting in a 20% improvement in decision-making efficiency through advanced data visualization techniques.
- Designed and developed interactive Power BI reports and dashboards, enabling data-driven strategies that boosted performance.
- Generate performance metrics and monitor trends, identifying opportunities that led to a 10% increase in operational effectiveness.
- Optimized Power BI reports and dashboards, reducing processing time by 35% and enhancing user satisfaction across desktop and mobile platforms.
- Applied expertise in data modeling and DAX, achieving 95% accuracy and reliability in data visualizations for strategic initiatives.
- Collaborated with cross-functional teams, aligning data insights with organizational goals and driving an improvement in business performance.

Business Analyst
SJD Services

Apr 23- Jan 24
Prayagraj

- Developed and maintained analytical reports and dashboards in Power BI, improving visibility into work performance, financials, and expense tracking by 80%.
- Collaborated with project managers and finance teams to gather requirements, delivering actionable insights that enhanced project outcomes by 40%.
- Analyzed project performance metrics, identified trends, and provided recommendations, achieving a 20% improvement in operational efficiency and cost savings of 10%.
- Developed and implemented interactive visualizations that streamlined monitoring of project timelines, budgets, and resource allocation, reducing reporting time by 75%.
- Performed data validation, cleansing, and transformation using Power Query and SQL, ensuring accuracy and consistency in reporting.
- Offered regular updates and strategic insights to senior management, contributing to a 50% increase in data-driven decision-making effectiveness.

Freelance

Data Analyst (Consultant)
ABA Enterprise **Client- Zydus Wellness**

Apr 21- Jan23
Remote

- Analyze and visualize sales data using Power BI and Excel to generate actionable insights.
- Create interactive dashboards and detailed reports on sales performance, revenue, and market trends.
- Monitor and optimize operational processes, including inventory and distribution management.
- Collaborate with teams to improve data-driven decision-making and enhance productivity.

Data Analyst
Develop Sales Report For ASM ZSM

May 22 - Feb 23
Remote

- Developed tailored sales performance reports for Area Sales Managers (ASM) and Zonal Sales Managers (ZSM) in multiple companies. These reports were designed for use in meetings and presentations, focusing on essential KPIs:
- Supplied a clear view of monthly and yearly growth, enabling managers to track progress over time.
- Visual comparisons showing how actual sales measured up against targets, highlighting key areas of success or an improvement.
- Detailed metrics on individual and team contributions to revenue, supporting a comprehensive evaluation of performance.
- Generated interactive, easy-to-understand reports that helped managers make informed, data-driven decisions.
- Delivered reports via Power BI Services for use in meetings and presentations.

Business Analyst
Lotus Hospital Group

Dec 20- Feb 22
Remote

- Conduct in-depth analysis of operational and financial data to evaluate performance trends and optimize resource allocation.
- Design and implement advanced reporting systems to track key metrics and drive strategic decision-making.
- Collaborate with stakeholders to align analytical frameworks with organizational goals and objectives.
- Ensure data integrity through meticulous data preparation, validation, and integration.
- Deliver actionable insights through dynamic dashboards and reports, enabling evidence-based decisions.

Certification

Microsoft Certified : Power Bi Data Analyst / PL-300
Microsoft   **Credential ID CO013C-0F604E**

Issued Feb 2025
Expires Feb 2026

EDUCATION

Master of Computer Applications (Data Analyst)   May 2023
Swami Vivekanand Subharti University, Meerut

B.Sc   Oct 2020
 Ewing Christian College
 University of Allahabad

SKILLS

Technical Skill
- **Power BI Desktop - DAX, Dashboard, KPIs, RLS, PLS, OLS.**
- **Power Bi Services .**
- **MS Fabric- DWH**
- **Power Query, ETL**
- **Advanced Excel**
- **PostgreSQL**

Soft Skill

- **Adaptability, Critical Thinking**
- **Analytical Storytelling**
- **Business Communication**
- **Report Presentation Skills**
- **Creativity, Attention to Detail**

PROJECTS

Major

- **Comprehensive Sales and Performance Dashboard for Desktop and Mobile**
  Hotpack Global Packaging (UAE: Offsite)

- **Development of Performance Analytics Dashboard**
  SJD services (Onsite)

- **Dynamic Sales Performance and Financial Dashboard**
  ABA Enterprise

Minor
- **30+ Sales, Performance, Brand, Fraud detection, Increment report .**

Link of work sample
- **Report of Attendance, Target Vs Achievement and Staff hierarchy.**
- **Managers performance Scoreboard for Admin .**
- **Mini Sales Dashboard**