Shrinidhi M I

[LinkedIn](#)

PROFESSIONAL SUMMARY

Data professional with 8 months of hands-on experience in creating and maintaining data pipelines and dashboards that enhance operational efficiency and support informed decision-making and over two years in banking management. Proficient in using tools like Power BI, SQL, and data visualization software to extract actionable insights from complex datasets. Skilled in data modelling, data visualization, data-driven decision-making with a strong track record of delivering results in dynamic. Proven ability to communicate complex findings clearly and accessibly to both technical and non-technical stakeholders. Passionate about leveraging data to drive business growth and support strategic initiatives.

EDUCATION

Master of Commerce (Commerce) — 2017 - 2019
Hemagangothri PG Centre,Hassan — Grade: 71.8%

Bachelor of Commerce (Commerce) — 2014 - 2017
Sri K Puttaswamy First Grade College,Mysore — Grade: 84.38%

Intermediate (Class XII) — 2012 - 2014
St.Philomena Girls PU College, Hassan — Grade: 88.16%

Matriculation (Class X) — 2011 - 2012
K N A High School — Grade: 81.6%

EXPERIENCE

Assistant Manager — March 2021 - August 2022
Equitas small finance bank — *Bangalore*

- Monitored cash intake and deposit records, increasing accuracy, and reducing discrepancies.
- Performing ongoing customer due diligence including maintenance and updation of AML/KYC records and information of existing clients. ·
- Document all investigative findings and provide second tier approval for investigation escalation of cases meriting further review · Posting Entries of CASH ,FUND TRANSFER ,RTGS
  NEFT Etc..
- Sort data alphabetically, numerically, or chronologically and apply conditional formatting to highlight important trends or anomalies in data.

Assistant Manager — November 2019 - February 2021
Axis bank ltd — *Bangalore*

- Responsible for high quality service, customer relationship management, Queue Management.
- Monitoring on daily basis Customer transaction (both cash and non- cash transactions).
- Monitoring and reporting suspicious Transaction Monitoring of Office accounts .
- To promote Fee income products such as Life insurance, Mutual Funds
  General Insurance.
- Handling all LOCKER related operations of the branch.
- Master basic mathematical functions like addition, subtraction, multiplication, and division and understand and use common Excel functions like SUM, AVERAGE, MIN, and MAX.
- Analyze large sets of data efficiently using PivotTables.

INTERNSHIPS

Business Intelligence — July 2024 - February 2025
Cactus Communication — *Bengaluru*

- Data Model Optimization: Migrated **Tableau** data models to **Power BI**, building relationships, calculated columns, and optimizing performance for large datasets.
- DAX Development: Converted complex Tableau calculations into DAX formulas, including conditional statements, aggregations, and date-based logic.
- Custom Visualizations: Replicated Tableau visual styles in Power BI to represent KPIs, trends, and summaries accurately.

- Data Transformation: Filtered, cleaned, and structured data using Power Query while implementing fiscal calendars and date hierarchies.
- Stakeholder Collaboration: Validated migrated reports with stakeholders, provided end-user training, and created transition documentation for Power BI adoption.

PROJECTS

Amazon Prime Video Analysis-Power-BI (Github) (Demo)   February 2024

- Developed a comprehensive dashboard for Amazon Prime Video utilizing Power Query, DAX, and Model View to analyze and visualize key metrics including total genre distribution, ratings, and release years.
- Implemented detailed analytics on total shows and movies, ratings by genre, and geographical distribution of content to provide actionable insights.
- Proficient in creating dynamic visualizations such as dashboards and reports to present findings effectively for informed decision-making.

Zomato Excel Project (Demo)   January 2024

- Analyzed Zomato restaurant data across multiple countries to evaluate performance and trends, including sales over time, cost of different cuisines, and average cost across countries.
- Examined competitor performance and market dynamics to identify opportunities and challenges within the industry.
- Designed and developed a comprehensive Excel dashboard to visualize key insights, aiding stakeholders in strategic decision-making and optimizing business operations.

Credit card fraud transaction using Power BI (Github) (Demo)   August 2023

- The objective of this project is to develop a Power BI dashboard for anomaly detection in credit card transactions. Anomaly detection is crucial for detecting fraudulent activities and ensuring the security of credit card transactions.
- By leveraging Power BI's data visualization and analytical capabilities, we can create an interactive dashboard that provides insights into transaction patterns and identifies potential anomalies.
- **SKILLS :** Power Query, DAX(Data Analysis Expressions), Model View, Visualizations (Dashboard and Reports).

IMDb Movies Analysis using SQL (Github) (Demo)   July 2023

- Use advanced SQL skills for IMDB data analysis, ensuring data integrity and handling missing values.
- Comprehensive rating analysis to identify top movies, successful production houses, and correlations.
- Identified popular genres, talented directors, and actors for future projects based on average ratings.
- Generated actionable business insights for potential high-grossing, multilingual movies.
- Ensured query optimization and syntactical excellence in SQL coding.
- **SKILLS :** Database Analysis, SQL Query Writing, Data validation, Aggregation Functions Advanced SQL Functions.

CERTIFICATIONS

Professional Certification in Data Science Newton school (Link)   April 2023

- Proficiency in Microsoft Excel and Power BI: Demonstrated ability to analyze and manipulate data using advanced functions and features, providing valuable insights for decision-making processes.
- Database Management with MySQL: Proven skills in managing databases using MySQL, ensuring efficient data storage and retrieval, contributing to seamless business operations.
- Python Programming for Data Analysis: Extensive experience in Python programming for data manipulation and analysis. Proficient in leveraging libraries such as NumPy, Pandas, and Matplotlib to drive data-driven strategies and outcomes.
- Skills: Data Analysis, Data Extraction, SQL, Python basic, Power BI, Excel,Numpy ,Pandas, Seaborn, Matplotlib

SKILLS

Computer Languages: SQL
Data Tools: Power BI
Software Packages: MySQL, Excel
Soft Skills: Communication Skills, Responsibility, Teamwork, Research, Decision-making, Time management, Leadership, Interpersonal communication, Presentation Skills
Others: Analytics, Microsoft Office