

Pragya Choukade

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PROFESSIONAL SUMMARY

Analytical and business-driven professional with 3.9 years of experience as a Data Analyst and Business Analyst, leveraging Power BI, SQL, Excel, Python, and Microsoft Fabric to drive data-backed decision-making. Skilled in requirement gathering, stakeholder communication, and translating business goals into actionable insights. Proven record of delivering 40% efficiency gains, improving ROI, and optimizing campaigns through data visualization, automation, and cross-functional collaboration.

EDUCATION

Bachelor of Technology (Information technology) Shri Vaishnav Vidyapeeth Vishwavidyalaya	2017 - 2021 Grade: 8.14/10.0
Intermediate (Class XII) Maharishi Vidya Mandir	2016 - 2017 Grade: 82.8%
Matriculation (Class X) Maharishi Vidya Mandir	2014 - 2015 Grade: 8.8/10.0

EXPERIENCE

Software Engineer January 2022 - Present
HCLTech *Noida, Uttar Pradesh*

- Implemented **drillthroughs, bookmarks, and dynamic tooltips** to deliver intuitive navigation and storytelling for senior stakeholders.
- Designed and developed **Power BI dashboards** for campaign monitoring and fraud analysis, leveraging Power Query for data transformations, DAX for KPIs, optimized data models, and **Incremental Refresh for faster data loading**, reducing report generation time by 40%.
- Optimized data pipelines and queries in **SQL/MySQL** and automated workflows with **Python**, cutting processing time by 50% and improving data processing efficiency by 30%.
- Performed campaign performance analysis using **SQL, Excel and Power BI** providing insights that increased ROI by 9% and overall campaign effectiveness by 25%.
- Leveraged **Microsoft Fabric (Power BI Service)** to publish and manage enterprise-level reports, implemented **Row-Level Security (RLS)** for role-based access, and improved report governance and stakeholder-specific data visibility.
- Collaborated with cross-functional teams to deliver strategic recommendations, contributing to an 80% campaign success rate and higher stakeholder confidence.

PROJECTS

Traffic Quality (Company Project) August 2023

- Conducted in-depth analysis of advertiser traffic data (clicks, impressions, conversions) using **SQL, Power BI, Excel, and Python (Pandas, NumPy)** to validate traffic quality, detect fraudulent or invalid activities, and investigate anomalies, which reduced invalid traffic by 20% and ensured accurate advertiser billing.
- Built interactive dashboards and written complex DAX measures and calculated columns in **Power BI** to track traffic quality trends and campaign health, enabling 50+ stakeholders to proactively monitor anomalies and reduce manual reporting time by 40%.
- Optimized SQL queries in **MySQL** to process millions of records, improving query performance by 50% and accelerating campaign traffic analysis for faster decision-making.

Retail Media (Company Project) February 2022

- **Monitored and analyzed** campaign delivery for top US retailers including **The Home Depot, Kroger, and Sephora** using SQL, Power BI, Advanced Excel, and Azure Data Explorer **identifying and resolving 95% of delivery gaps** such as low impressions despite in-stock inventory, missing banners, and overspend issues.
- **Performed root-cause analysis** on under-delivery and budget pacing issues through Power BI dashboards and SQL diagnostics, **improving campaign visibility by 30%** and **reducing under-delivery instances by 25%**.
- **Partnered with 50+ business stakeholders** to deliver actionable recommendations that **enhanced campaign efficiency by 20%**, **optimized ad spend utilization by 15%**, and **increased client satisfaction scores by 10%**.

CERTIFICATIONS

Microsoft Certified: Fabric Analytics Engineer Associate Microsoft ([Link](#))

July 2025

- Recognizes proficiency in working with Microsoft Fabric to design and implement end-to-end analytics solutions
- **Skills gained:** Data ingestion and transformation, Lakehouse and Warehouse setup, Power BI integration, Fabric pipelines, governance and security, advanced analytics deployment.

Microsoft Certified: Azure Data Fundamentals Microsoft ([Link](#))

February 2025

- Demonstrates foundational knowledge of core data concepts and how they are implemented using Microsoft Azure data services.
- **Skills gained:** Relational and non-relational databases, data storage concepts, big data and analytics fundamentals, ETL pipelines, basics of Azure Synapse Analytics, Azure SQL Database, and Azure Cosmos DB.

Microsoft Certified: Power BI Data Analyst Associate Microsoft ([Link](#))

February 2025

- Validates expertise in preparing, modeling, visualizing, and analyzing data with Power BI.
- **Skills gained:** Data cleaning and preparation, DAX, data modeling, dashboard/report development, row-level security (RLS), Power BI service publishing, business insights delivery.

SKILLS

Computer Languages: SQL, Python, Machine Learning, Python, SQL

Data Tools: Power BI, NumPy, Power BI

Software Packages: Excel, Pandas, Matplotlib, Excel, MySQL

Soft Skills: Verbal/nonverbal communication, Team Building, Decision-making, Teamwork, Critical Thinking, People skills, Presentation Skills, Communication Skills

Others: Microsoft Office, Spreadsheet, Problem-Solving, Analytics, Documentation Writing

EXTRA-CURRICULAR ACTIVITIES

- Engaged in knowledge-sharing sessions / tech talks within your team, helping colleagues learn about Power BI best practices and data analysis techniques.
- Acted as a **mentor/trainer** for new team members on Power BI, SQL, and data visualization practices.
- Coordinated **cross-team collaboration** between business users and technical teams to align data solutions with organizational goals.