

Shrinithi Balasubramaniyan

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PROFESSIONAL SUMMARY

Senior Data Analyst with 3 years of experience in data acquisition, cleaning, transformation, and modeling to deliver actionable business insights. Proficient in Power BI, SQL Server, Power Query, and Excel, with expertise in building data models, interactive dashboards, and advanced DAX measures. Skilled in data manipulation, performance optimization, Row-Level Security, and creating impactful visualizations and KPIs. Experienced in publishing reports to Power BI Service and automating refresh schedules for efficient, secure analytics.

EDUCATION

Bachelor of Engineering (Computer Science) 2015 - 2019
JJ college of Engineering and Technology, Trichy Grade: 7.56/10.0

Intermediate (Class XII) 2013 - 2014
ST.Little Flower Matric HR.SEC.School, Trichy Grade: 85.0%

Matriculation (Class X) 2011 - 2012
ST.Little Flower Matric HR.SEC.School, Trichy Grade: 89.0%

EXPERIENCE

Senior Analyst January 2025 - April 2025
Sutherland *Remote*

- Experienced Power BI Developer with over 3 years of expertise in Designing and maintaining interactive Power BI dashboards by integrating data from MySQL, Excel, and Airflow pipelines, enabling real-time business insights for telecom and banking clients.
- Developed complex DAX measures and calculated columns to support dynamic KPIs, trends, and data visualizations based on business logic.
- Implemented Row-Level Security (RLS) to ensure secure, role-based access to sensitive data across departments and user hierarchies.
- Conducted data validation, performance tuning, and automated data refresh cycles to ensure accuracy, governance, and reliability of reporting systems.

Senior Analyst February 2021 - September 2023
Capgemini Technology Pvt Ltd *Bangalore, Karnataka*

- Proficient in Power BI Desktop, Power Query Editor, Power Pivot, and Power BI Service, experienced in designing reports, dashboards, and creating visualizations like line, bar, area, pie charts, and tree maps.
- Skilled in data transformation using Power Query Editor, managing large data volumes from multiple sources, implementing Row-Level Security, and writing advanced DAX queries for measures, calculated tables, and columns.
- Expertise in publishing reports to Power BI Service, creating dashboards, scheduling data refreshes, deploying solutions across environments, and building apps for streamlined report access.
- Experienced in customizing visual interactions, utilizing filters, slicers, drill-downs, drill-throughs, calculated fields, and parameters for enhanced interactivity and precise data insights.

PROJECTS

Senior Analyst - AT&T UCSDC May 2025

- Dashboard Maintenance: Ensured data accuracy and timely updates by maintaining existing Power BI dashboards.
- Data Integration Monitoring: Monitored SFTP folders for daily file updates post-automation and validated dataflow integration from Airflow to Power BI datasets and reports.
- Data Refresh Management: Managed and scheduled data refresh cycles to keep dashboards up to date, ensuring proper data governance and troubleshooting issues in dashboard updates.

Skills/Tools: Power BI, MySQL, DAX, SQL, ETL, Power BI Service, RLS, Time Intelligence, Custom Visualizations, SFTP, Apache Airflow.

Senior Analyst - RBC Bank November 2022

- Data Integration and Transformation: Extracted data from sources like MySQL and Excel, developed complex SQL queries, and performed data transformations using Power BI's ETL capabilities.
- Dashboard Development: Designed interactive dashboards using custom visuals (Infographic and Bullet charts), implemented Row-Level Security (RLS), and configured features like bookmarks, selections, and Automatic Page Refresh (APR).
- Monitoring and Collaboration: Configured schedule refreshes, set up KPI alerts, and published Power BI apps for seamless collaboration with clients and stakeholders.

Skills/Tools: Power BI, MySQL, DAX, SQL, ETL, Power BI Service, RLS, Time Intelligence, Custom Visualizations.

Senior Analyst - First Cry August 2021

- Requirement Analysis and Collaboration: Collaborated with retail stakeholders to gather business requirements and KPIs, ensuring dashboards align with strategic goals.
- Data Modeling and Visualization: Designed Power BI data models to integrate sales, inventory, and customer demographic data, and developed interactive dashboards with slicers and filters for seamless data navigation.
- Advanced Analytics and Publishing: Implemented DAX calculations for key metrics like sales growth and customer lifetime value, and published reports to enhance accessibility and support data-driven decision-making.

Skills/Tools: Power BI, DAX, Data Modeling, Interactive Dashboards, Data Visualization, Retail Analytics.

Senior Analyst - Rexel February 2021

- Transition and Dashboard Development: Led the migration from Tableau to Power BI, creating efficient dashboards to replace legacy reports and enhance reporting capabilities.
- Data Integration and Performance Optimization: Utilized Snowflake to accelerate data retrieval and optimize report generation for improved efficiency.
- Collaboration and User Enablement: Collaborated with cross-functional teams to understand requirements, provided Power BI training, and documented processes to ensure seamless adoption and usage.

Skills/Tools: Power BI, Tableau, Snowflake, Data Visualization, Dashboard Development, User Training.

SKILLS

Computer Language: SQL

Soft Skill: Creativity, Critical Thinking, Decision-making, Interpersonal communication, Leadership, Presentation Skills, Public speaking, Team Building, Teamwork, Time management, Verbal/nonverbal communication

Databases & Data Tools: Excel, MySQL, Power BI

Cloud & DevOps: Windows

Domain & Business Skills: Analytics, ServiceNow

Frameworks & Libraries: Microsoft Office