

KARTHICK RAJA

DATA ANALYST · POWER BI DEVELOPER · BUSINESS INTELLIGENCE

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PROFESSIONAL SUMMARY

Data Analyst and Power BI Developer with hands-on experience in Business Intelligence, dashboard development, SQL, Python, ETL pipelines, and data visualization. Experienced in transforming large datasets (150K–650K+ records) into actionable insights through data modeling, DAX development, and interactive reporting. Skilled in Power BI, SQL, Python, and Excel with a strong focus on KPI reporting, business analytics, and data-driven decision-making.

TECHNICAL SKILLS

- Power BI & Business Intelligence:** Power BI, DAX, Power Query, Data Modeling, Power BI Service, KPI Development, Dashboard Development, Data Visualization, Data Storytelling, Stakeholder Reporting
- SQL & Databases:** SQL, MySQL, Joins, Aggregations, Subqueries, CTEs, Window Functions, Query Optimization
- Python & Analytics:** Python, Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn, Exploratory Data Analysis (EDA), Automation, Data Processing
- Data Engineering & Modeling:** ETL Pipelines, Data Cleaning, Data Transformation, Star Schema Design, Data Validation, Data Governance
- Excel & Reporting:** Excel, Pivot Tables, VLOOKUP, XLOOKUP, Conditional Formatting, Business Reporting, Reporting Automation
- Cloud & Tools:** Microsoft Azure, Power BI Service, Azure Blob Storage, Git, GitHub, Streamlit

PROFESSIONAL EXPERIENCE

Data Analyst – Power BI Developer Intern

FEB 2026 – Present

Besant Technologies, Chennai

- Cleaned, validated, and transformed 600K+ records using Python (Pandas) and Excel — applying deduplication, null handling, outlier detection, and type standardization to reduce data quality errors by ~30% and deliver analytical-ready datasets for downstream reporting.
- Designed and deployed 5+ interactive Power BI dashboards featuring KPI cards, drill-through pages, dynamic slicers, bookmarks, and conditional formatting — enabling self-service analytics and KPI reporting for non-technical business stakeholders across Finance, Banking, and Sales domains.
- Developed 40+ optimized SQL queries including Joins, Aggregations, Subqueries, CTEs, and Window Functions supporting KPI reporting, trend analysis, and ad-hoc analytical requirements with output validated against source data.
- Built advanced DAX measures for MTD, QTD, YTD, Running Totals, SAMEPERIODLASTYEAR, MoM Variance %, and Growth Rate calculations — powering time-intelligence reporting and enabling period-over-period executive analysis across multiple business domains.
- Designed and executed end-to-end ETL pipelines using Python — data extraction, multi-step Pandas transformations, loading into MySQL, and post-load validation checks — ensuring reliable, accurate data models for Power BI consumption.
- Automated repetitive reporting and data-processing workflows using Python scripts — reducing manual effort by ~40% and improving operational efficiency across the analytics team.

PROJECTS

VOLT IQ — IoT Machine Intelligence Platform · Power BI · Power Query · DAX · Excel

- Designed and developed a 5-page Power BI dashboard to monitor 50,000 IoT sensor readings from 10 industrial machines, enabling real-time performance tracking and operational visibility.
- Built an optimized data model and transformed raw sensor data using Power Query, performing data cleaning, standardization, and quality validation across multiple datasets.
- Developed 25+ DAX measures including Machine Health Score, Anomaly Rate %, Energy Consumption KPIs, MTD trends, and rolling-period performance metrics.
- Created interactive visualizations to analyze machine utilization, temperature fluctuations, vibration patterns, downtime trends, and predictive failure indicators.
- Implemented anomaly detection logic to identify abnormal machine behavior, supporting proactive maintenance and reducing potential operational disruptions.
- Developed drill-through reports and dynamic filtering capabilities, allowing users to analyze machine performance by time period, machine type, and failure category.
- Improved dashboard usability through KPI cards, trend analysis, and automated reporting, enabling faster data-driven decision-making.

- Developed a 5-page business intelligence dashboard analyzing \$2.3M revenue, \$286K profit, and 9,994 customer orders to support strategic business decisions.
- Built an optimized star-schema data model integrating sales, customer, product, and regional datasets for scalable and efficient reporting.
- Created 20+ DAX measures including Revenue Growth %, Profit Margin %, Average Order Value, Customer Retention Rate, and Year-to-Date performance metrics.
- Utilized Power Query to clean, transform, and integrate data from multiple sources, ensuring high-quality and reliable reporting outputs.
- Designed interactive reports to analyze sales performance, customer purchasing behavior, product profitability, and regional business trends.
- Implemented drill-through analysis, dynamic filters, and KPI scorecards to help stakeholders identify growth opportunities and underperforming segments.
- Generated actionable insights that highlighted top-performing products, customer segments, and regions, supporting data-driven business planning and performance optimization.

CERTIFICATIONS

- Microsoft Power BI Data Analyst — Microsoft
- Data Analyst Certification — Besant Technologies
- Career Essentials in Data Analysis — Microsoft and LinkedIn
- Generative AI for Data Analysts —IBM

EDUCATION

B.E. Computer Science & Engineering | 2022 – 2026

Hindusthan Institute of Technology, Coimbatore | CGPA: 7.2

