

Yash Parmar

Power BI Associate at Imenso Software

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Professional Summary

Results-driven Data Analyst with expertise in Power BI, SQL, and Python, specializing in transforming complex data into actionable insights. Proficient in building dynamic dashboards, data visualization, and statistical analysis to drive business decisions. Strong background in digital marketing, e-commerce, and healthcare analytics, with experience in predictive modelling and performance optimization.

Skills

Data Visualization & Business Intelligence: Power BI, DAX, Power Query, SQL, SharePoint

Programming & Data Analysis: Python, Pandas, NumPy, Matplotlib, Seaborn, Scikit-Learn

Database Management: SQL, Dataverse

Machine Learning & Predictive Analytics: Regression, Classification, Statistical Modelling

Tools & Technologies: Google Colab, Jupyter Notebook, VS Code, Excel

Other: Data Cleaning, ETL, KPI Reporting, Dashboard Optimization

Experience

Power BI Associate

Nov 2023 - Present

Imenso Software

Gurgaon, Haryana, India

- Developed a dynamic Power BI dashboard for a restaurant business, integrating transactional data across sales, P&L, and staffing to provide real-time insights into financial performance, sales operations, and labor cost efficiency, reducing reporting time by over 40%.
- Developed a dynamic Power BI dashboard for a Financial Services client, integrating multiple data sources for real-time financial analysis. Used field parameters, dynamic measures, and interactive slicers to enable interactive forecasting, P&L analysis, and actual vs. budget comparison, significantly improving reporting efficiency and accuracy.
- Redesigned a complex Power BI dashboard for the agriculture sector, reducing the number of tabs from 17 to 7, enhancing UI/UX and emphasizing key KPIs with conditional formatting.
- Developed Power BI reports for Amazon Marketplace, improving data visualization and business intelligence capabilities.
- Created comprehensive dashboards for the travel and tourism industry, focusing on digital marketing KPIs and sustainability metrics.
- Conducted comparative data analysis between Novodra and Auralin using advanced statistical techniques to evaluate performance indicators.
- Designed a predictive model for arbitrage click trading, achieving a test and validation accuracy of 89.8% and 89.2%, respectively.

Data Analyst

Apr 2023 - Oct 2023

EMeelan Private Limited

Bengaluru, Karnataka, India

- Led multiple Proof of Concept (POC) projects for the healthcare industry, developing interactive Power BI dashboards to drive strategic planning.

Education

Prestige Institute of Management & Research, Indore

Jul 2021 – Mar 2023

MBA in Data Analytics

7.25 CGPA

Medi-Caps University, Indore

Jun 2016 – Apr 2020

Bachelor of Technology in Automobile Engineering

6.8 CGPA