

ROHIT RAM

Senior Data Analyst

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PROFESSIONAL EXPERIENCE

Consultant at MMJS DataPhi, Dubai, United Arab Emirates

Feb 2022 – Feb 2026

Analytics based firm with 50+ employees and \$10m+ annual revenue.

- Built a data warehouse in SQL within 6 months for **Finance, Procurement, CRM and HR** analytics by ingesting the data from **Dynamics 365** using Azure Services for the giant Real Estate and Retail companies.
- Constructed a data pipeline using Azure Data Factory and Databricks, leveraging sources such as D365, **Oracle Fusion, Salesforce CRM, and MoHRE**.
- Developed **star and snowflake** schema model with complex T-SQL queries in Power BI for HR and Shared Services to **decrease the penalty** by 30% incurred by the Ministry of Human Resources and Emiratization.
- Designed dashboards for **Taxi businesses** using Power BI to display 100+ KPIs related to distinctive areas of interest for **CXO**, Fleet Admin, Procurement, Finance and Operations Team.
- Created and deployed Power BI dashboards to monitor **daily taxi operations** across Dubai, visualizing key KPIs such as **live revenue, trip volume**, idle time, enabling operational teams to take timely actions.
- Automated driver penalty, commissions and performance reporting pipelines using scheduled Power BI refresh and AWS services, **reducing manual reporting efforts** by over 70%.
- Executed transition of data platform from AWS to **Microsoft Fabric using Medallion Architecture** (Bronze, Silver, Gold) to enable scalable and structured data processing.
- Coordinated with stakeholders from operations, procurement and finance to deliver actionable insights through reports, **leading to a 20% improvement** in operational response time.
- Delivered 20+ Power BI reports to visualize **revenue trend, budget vs. actuals, profitability**, vendor performance, purchase cycle time, **marketing, lead, opportunity, sales**, headcount trends, attrition rates, hiring.
- Implemented **data governance** using Power BI's native row-level security feature, resulting in a 50% decrease in unauthorized data access.
- **Improved** the report refresh time of stakeholder's dashboard by 70% by **optimizing** the underlying DAX and Data Model.
- Collaborated with clients to gather requirements, resolve technical issues, and contributed to the Power BI **Center of Excellence** team through solution design and documentation.

SKILLS

Technical Skills

- Programming Languages: Python, DAX, M-Code, SQL, T-SQL, KQL, R.
- Analytics & BI: Power BI, Power Query, SSRS, Tableau, Excel.
- Tools & Libraries: Pandas, NumPy, PySpark, Matplotlib, Plotly.
- Cloud Platforms: Microsoft Azure, Microsoft Fabric, AWS.
- Data Engineering Tools: Blob Storage, Data Factory, Dataflow, Databricks, Lakehouse, OneLake.
- Databases: SQL Server, PostgreSQL, Azure SQL, MySQL, Amazon Redshift, Azure Synapse Analytics.

Soft Skills

- Consulting, Project Management, Stakeholder Management, Client Presentation.

EDUCATION

International Institute of Information Technology, Bangalore, India

Aug 2021 - Sept 2022

Executive Post Graduate Programme in Data Science (Specialization in Data Analytics)

Chetana College, Mumbai University, Mumbai, India

Jul 2016 - Jun 2019

Bachelor of Science in Information and Technology

CERTIFICATIONS

- Microsoft Certified: DP-600 – Fabric Analytics Engineer Associate.
- Microsoft Certified: DP-700 – Fabric Data Engineer Associate.
- Microsoft Certified: PL-300 – Power BI Data Analyst Associate.