



Professional Experience

Market Research Expert (Freelance)	ArabEasy LLC	<i>Sharjah, UAE (Remote)</i>	Oct'25 - Present
• Automation and development of business reports using Excel & Power BI.			
Data & BI Analytics Consultant (Freelance)	International Clients	<i>Remote</i>	Aug'23 - Present
• Developed and deployed Power BI dashboard reports for 250+ clients, focusing on data analysis and performance visualization. Leveraged advanced Power BI features like DAX, Power Query, relational database integration and external APIs.			
Business Analyst (Internship)	KultureHire	<i>Remote</i>	2023 (4 months)
• Used advanced Excel tools like PivotTables, Power Query, VLOOKUPs, and Dashboard Reporting to quickly analyze business requirements and validate system fitment across multiple platforms, delivering accurate insights to stakeholders.			
• Created and maintained Power BI and Excel dashboards that enable client to identify growth opportunities by visualizing key KPIs and making real-time, data-driven decisions.			
Excel and Power BI Analyst (Freelance)	International Clients	<i>Remote</i>	Mar'21 – Feb'23
• Merged/Appended 15+ data sheets using Power Query and Lookups, reducing data prep time by 65% for market research reports.			
• Employed Power BI and Excel tools to construct 200+ dashboards that incorporated self-updating features and interactive components.			
• Designed unified reporting templates adopted by 3 departments, ensuring data consistency for cross-team analysis.			
Data Entry Operator (Freelance)	Local Clients	<i>Remote</i>	Aug'19 – Feb'21
• Used Microsoft Excel to do data entry, financial analysis, and dashboard reporting.			
• Utilized Formulas & Functions to automate daily reporting tasks.			

Technical Skills

- **Microsoft Power BI:** Data Modeling, DAX (Data Analysis Expressions), Power Query, Visualizations (Charts, Maps, KPIs), Dashboards, Data Connections (SQL, Excel, APIs), Report Sharing, Data Refresh Scheduling, Custom Visuals, Power BI Service
- **Microsoft Excel:** PivotTables, VLOOKUP, Conditional Formatting, Data Validation, Power Query, Power Pivot, Advanced Charting, Macros, What-If Analysis, Statistical Functions
- **SQL:** SELECT Queries, JOINS (Inner, Outer, Left, Right), GROUP BY, HAVING, Subqueries

Languages

- English: Bilingual | Hindi: Native Speaker | Gujarati: Native Speaker | Urdu: Bilingual

Soft Skills

- Communication | Adaptability | Team Collaboration | Continuous Learning | Critical Thinking | Autonomy | Emotional Intelligence

Recent Projects [\(Check my Portfolio\)](#)

- **Finance Analytics:** Real-time dashboards for tracking revenue, expenses, and financial KPIs using Power BI.
- **Sales Analytics:** Power BI analytics solution to monitor sales pipelines, conversion rates, and revenue trends.
- **Marketing Analytics:** Power BI analytics solution to analyze marketing campaign performance on social media.
- **CFO Analytics Report:** Comprehensive Power BI solution for finance teams to migrate from Excel to Power BI.
- **People / HR Analytics:** Comprehensive Power BI solution for HR teams to improve workforce planning and management.

Education

Bachelor of Engineering (BE)

Gujarat Technological University

Gujarat, IN

2015 - 2019