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Date of Birth: 04-03-1997

Power BI | Data Analyst | Data Scientist | HCM Executive - 2.9 Years

**BREETHI JOYNER H** 

Detail-oriented Power BI and Data Analyst professional with over 2.9 years of specialized expertise in business intelligence, advanced data visualization, and interactive reporting. Proficient in transforming raw datasets into strategic dashboards using DAX, Power Query, and SQL. Seeks to contribute analytical acumen and visual storytelling capabilities to a forward-thinking organization, enhancing data-driven decision-making and operational intelligence.

### **Professional Summary**

**Data Visualization Architect:** Crafted dynamic and insight-rich dashboards using Power BI, integrating KPIs, visuals, and advanced drill-through features to transform complex datasets into actionable insights.

**Advanced Analytical Modeling:** Built robust data models with calculated columns, custom DAX measures, and relationship management to drive accuracy, scalability, and performance in analytics environments.

**Integrated Data Engineering:** Streamlined data pipelines through seamless Power Query transformations and SQL integration, enabling real-time reporting from Excel, cloud, and on-premise sources.

**Performance-Driven Reporting:** Delivered automated, high-performance reports with scheduled refreshes and workspace administration, ensuring reliability, consistency, and end-user satisfaction.

**Business-Aligned Intelligence Delivery:** Collaborated with HR and sales stakeholders to align analytics with business needs, optimize hiring and sales funnels, and reduce process inefficiencies by identifying actionable trends.

#### **Career Timeline**



Mar 2022 - Nov 2024

HCM Support Executive YES Bank Ltd.

# **Work Experience**



Mar 2022 - Nov 2024

# **HCM Support Executive**

#### YES Bank Ltd.

- Demonstrated expertise in developing and customizing high-impact Power BI dashboards and reports that enabled interactive data exploration, significantly enhancing business decision-making and executive visibility.
- Exhibited strong command over complex data modeling, advanced DAX calculations, and Power Query transformations, ensuring consistency, integrity, and optimized performance across analytical datasets.
- Established seamless integrations with a variety of data sources, including on-premise SQL Server databases, Excel spreadsheets, and cloud-based services, to support scalable and automated data pipelines.
- Delivered comprehensive insights by designing, refining, and optimizing custom visuals, calculated measures, and KPIs that aligned tightly with business objectives and performance evaluation frameworks.
- Excelled in administering Power BI Service functionalities such as workspace configuration, scheduled dataset refresh management, performance tuning, and resolution of data anomalies to ensure smooth user experience.

# **Projects**

### Soft Skills

Communication | Problem-Solving | Collaboration | Analytical Skills | Adaptability

### **Technical Skills**

Operating Systems: Windows

07/08/8.1/10/11

Tools: Power BI, SQL

Languages: DAX, Power Query Applications: Excel, MS Office

Azure SQL DB BYOD D365 F&O

Python NumPy PyTorch Gen Al



# **Core Competencies**

Dashboard Development | Report
 Customization | Data Modeling | DAX
 Calculations | Power Query | Data
 Integration | Visual Optimization | KPI
 Creation | Workspace Management |
 Refresh Scheduling | Error Debugging |
 Data Troubleshooting

#### Certifications

 Microsoft Certified: Power BI Data Analyst Associate (PL-300)
Credential ID: 24160DD1CAA53869
Certification No: C72FC4-D418MC (Microsoft - 2025)

### **Education**

BE

Coimbatore Institute of Technology, CIT - Coimbatore Jun 2014 - Apr 2018

### Languages

#### Project 3: Employee Attrition & Engagement Insights (DEC 2023 - NOV 2024)

<u>Objective:</u> Developed HR analytics solution for Yes Bank, tracking employee engagement, attrition, and satisfaction. Power BI dashboard provided real time insights into attrition patterns, engagement risk

levels, and key retention drivers for proactive retention strategies.

#### **Key Contributions:**

- Developed Power BI HR analytics solution for Yes Bank, integrating data from SOL Server HRMS
- · and employee surveys.
- · Designed star schema data model and DAX measures for attrition and engagement metrics
- · Created interactive reports and dashboards with RLS, highlighting: Attrition trends and risk
- analysis, Engagement insights and correlation with attrition, Employee-level drill-down
- · capabilities.
- Automated reporting, reducing manual effort by 60%
- Enabled proactive retention strategies, contributing to 15% reduction in voluntary attrition.

#### Project 2: Candidate Background Verification Dashboard (APR 2023 - NOV 2023)

**Objective:** Delivered a real-time dashboard to monitor BGV statuses across departments and job roles.

## **Key Contributions:**

- Built KPIs and visualizations to track Verified, Pending, Failed cases, and Avg. Verification Time.
- Connected Excel and SQL Server data using Power Query for centralized analysis.
- Used DAX for tracking processing time and created drill-through pages for issue investigation.
- Enabled dynamic filtering by department and job role for detailed insights.
- Scheduled automatic refreshes for up-to-date reporting.

#### Project 1: Offer Letter - TAT Synopsis Dashboard (JUN 2022 - MAR 2023)

<u>Objective:</u> Built a dashboard to track the end-to-end candidate hiring funnel, covering offer letter generation, background verification (BGV),onboarding status and drop-offs.

#### **Key Contributions:**

- Analyzed candidate demographic and process data to map the full offer-to-join lifecycle.
- Developed monthly data models to visualize hiring milestones and attrition trends.
- Designed dynamic visuals including funnel charts, bar charts, and KPI cards to present hiring metrics.
- Implemented DAX measures to calculate turnaround times (TAT) and achievement vs. target metrics.
- · Collaborated with HR teams for continuous feedback and dashboard optimization.

#### Freelance Projects:

#### Large-Scale D365 F&O Data Export via BYOD - Power BI Analytics Enablement

<u>Objective:</u> Configured, published, and managed exports for 40+ D365 F&O data entities to Azure SQL DB using BYOD, creating a certified data foundation for Power BI dashboards and enterprise analytics.

### **Key Contributions:**

- Configured 40+ entities for recurring and incremental exports via batch jobs, ensuring timely refresh for Power BI datasets.
- Optimized data pipelines for high-volume entities (e.g., Sales Table, Cust Table, ProdTable, ProjTable) to improve Power BI report performance.
- · Managed Azure SQL targets, resolved export and refresh failures, and ensured data accuracy for reporting teams.
- Delivered certified and business-ready data feeds to Power BI developers, enabling creation of dashboards for Sales, Finance, and Project insights.

#### **Sales Performance Reports Dashboard**

**Objective:** Developed a sales dashboard to evaluate performance across regions, products, and timelines.

#### **Key Contributions:**

- Transformed raw sales data using Power Query to build structured, analysis-ready models.
- Created DAX measures for Total Sales, Sales Growth Rate, Profit Margin, and Top-Selling Products.
- · Built interactive dashboards with regional maps, bar/line charts, and detailed product-level tables.
- · Worked closely with stakeholders to align reports with business goals and forecast strategies.

#### TRAINING & CERTIFICATION

<u>Completed Power BI and SQL Training</u> – *Greens Technologies, Perungudi, Chennai* Acquired comprehensive knowledge in data modeling, DAX calculations, Power Query transformations, SQL querying, and Power BI dashboard/report development.



#### Achievements

"Star Performer Award from my Super Boss for exceptional performance and quick learning."