



Vartika Pandey

BI Consultant

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Professional Summary

- I have more than 2.5 yrs. of experience in BI Analytics, and have extensive experience of working on industry wide BI tools like Power BI, Klipfolio, Data Studio etc.
- I have good domain knowledge of Pharmaceutical, e-commerce, payroll and logistics and hands-on experience in developing/delivering reports after data cleansing, running correlations and digging out insights from large sets of data.

Good Understanding in:

1. Business requirements gathering
2. KPI Rationalisation and preparing KPI calculations
3. BI Tools and Data Analytics

Education and Skillset

Projects Experience

Educational Qualifications

- Bachelor's Degree in Technology (Electronics and Communication Engineering) from College of Engineering, Roorkee

Tools Expertise

- MS Excel
- PowerPoint
- Power BI
- Klipfolio
- Data Studio
- MySQL

Analytical Skills

- Sales Data Analysis
- Marketing & Campaign Analysis
- KPI Rationalization & Reporting

1. Title: Amazon Sales Dashboard

Objective: Client wanted to track & understand how its product portfolio is performing in Amazon vs direct sales.

Roles & Responsibilities: Dashboard created using Power BI which tracked:

- Product and area wise sales
- Trend reports
- ROI, cancellation rates:

Tools Used: Power BI

2. Title: Sales Dashboard for a Restaurant Chain

Objective: The objective of this dashboard is to highlight all the metrics needed to track sales across all the locations of the restaurant. The sales data came from the Restaurant's POS.

Roles & Responsibilities: Creation of Dashboard in Power BI filterable across date range and locations.

Tools Used: Power BI, MySQL

3. Title: Transactions Dashboard for a Fuel Company

Objective: Build dashboard in Power BI showing the number of transactions, net sales, average flow and several other metrics relevant to the client business.

Tools Used: Power BI

4. Title: Sales, Marketing & Operations monitoring for e-commerce

Objective: Dashboard for monitoring of Sales, Marketing and Operations KPI with real time updates. Source data came from Cin7, Pipedrive, Mailchimp and Xero.

Tools Used: Klipfolio

5. Title: Digital Marketing Dashboard for Hospitality Industry

Objective: The client manages advertisements for Hospitality sector and wanted to show customers about their Ad performance using a real time dashboard.

Tools Used: Klipfolio