

CURRICULUM VITAE

PRALIKA BANERJEE

Profile Summary

- An analytically strong and result-oriented professional, eager for growth, increased responsibilities and excited to accept challenging assignments.
- A skilled communicator with a proven track-record in stakeholder management, requirements gathering & analysis, adept at delivering desired results under strict timelines.
- Over 2.7 years of experience in Business Intelligence projects, along with domain knowledge in legal, housing, liquor and micro-financing in India, United Kingdom, Singapore and Vietnam.
- Undertook various roles and responsibilities including Business Analysis, Data Analysis, Technical Development and liaising between various stakeholders.

Technical Competencies

- Business Intelligence Tools - Power BI, Qlik Sense, QlikView, Tableau
- Database – SQL, Salesforce
- Application Development – PowerApps, Power Automate, SharePoint
- Project Management – Visio, Draw.io, Trello, Agile Framework
- Office 365 Package – Excel, PowerPoint, Word
- Languages - R, Python
- Statistical Analysis - SPSS

Core Competencies

- Requirement Gathering and Analysis
- Relationship Management
- Use-case Development
- Stakeholder Management
- Wireframing
- Project Management
- Solution Documents and BRDs
- Agile Methodology

Professional Experience

ABBOTT INDIA – Business Intelligence Consultant

Mumbai, MH (July 2020 – Present)

Project	BU Sales Tracking Dashboards
Role	PowerBI Developer
Responsibilities	<ul style="list-style-type: none">• Working with the end user for requirement gathering through workflow analysis, system analysis, business operation analysis.• Creation of Business Requirement Document (BRD) covering all KPIs, business logic and technical architecture.• Assessment and analysis of complex business cases in terms of tables & relationships.• Assigning relevant tools and technologies based on business and data processing requirements• Creation of data model, assessment of case scenarios to provide maximum functionality• Create tables, flows, templates and design UI.



PERSONAL INFORMATION

Date of Birth: 03.11.1993

Gender: Female

Nationality: Indian

Marital Status: Unmarried

Permanent Address: Flat 2C,
Sapphire Vinayak, 178/2/2,
B.B. Chatterjee Road,
Kolkata – 700042

Current Location: Mumbai,
Maharashtra

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EXPONENTIA DATALABS – Business Analyst

Mumbai, MH (January 2019 – June 2020)

Project	Claim Management Application
Role	Business Analyst/PowerApps Developer
Responsibilities	<ul style="list-style-type: none">• Working with the end user for requirement gathering through workflow analysis, system analysis, business operation analysis.• Creation of Business Requirement Document (BRD) covering all KPIs, business logic and technical architecture.• Assessment and analysis of complex business cases in terms of tables & relationships.• Assigning relevant tools and technologies based on business and data processing requirements• Creation of data model, assessment of case scenarios to provide maximum functionality• Create tables, flows, templates and design UI.

Project	Financial Dashboard Development
Role	Business Analyst/QlikSense Developer
Responsibilities	<ul style="list-style-type: none">• Working with the end user for requirement gathering through workflow analysis, system analysis, business operation analysis.• Assessment and analysis of complex business cases in terms of tables & relationships• Understanding business problems, KPI definitions and co-ordinating with stakeholders to create Business Requirement Document (BRD) and relevant Data Dictionaries.• Creation of data model (back-end), measures and dimensions as per business requirements• Establishing logical consistency by performing gap analysis to ensure accurate data capturing.• Understand all performance measuring metrics in order to deliver optimum visual representations• Continuous support for multiple dashboards w.r.t process of refreshing, issue identification and resolution by back tracking.

Project	Performance Monitoring Dashboard
Role	Business Analyst
Responsibilities	<ul style="list-style-type: none">• Understanding the business logic and factors/metrics being used to create the various KPIs that are crucial to the top management.• Creating the Business Requirement Document (BRD) based on Client's functional specifications• Collecting data/information from primary sources, structuring and analyzing data/information for easy use.• Co-ordination with client-side IT Team and business users involved in requirement-gathering, analysis, defining & documenting business.• Communicate with internal and External Stake holders to support Project Implementation

Project	Operational Dashboard Creation
Role	Business Analyst/Power BI Developer
Responsibilities	<ul style="list-style-type: none">• Working with the end user for requirement gathering through workflow analysis, system analysis, business operation analysis.• Assessment and analysis of complex business cases in terms of tables & relationships.• Creation of Business Requirement Document (BRD) covering all KPIs, business logic and technical architecture.• Conceptualizing and designing wireframes with additional drill-down features giving meaningful insights from underlying data using PowerBI.• Showcasing metrics to help top management better understand business performance, keep track of underperforming assets and monitor jobs, cost and other KPIs.• Performance tuning of dashboards in order to limit response time.

REPRO INDIA LTD. – Business Development Executive

Mumbai, MH (August 2015 – June 2016)

Project	E-Retail Business Development
Role	Business Analyst/Business Development
Responsibilities	<ul style="list-style-type: none">• Conducted research and analysis of the Indian Book Market for e-commerce division of the organisation.• Initiated and managed Publisher Engagement by creating awareness amongst trade book publishers regarding stock elimination, inventory management and Print-on-Demand (PoD) model.• Content Acquisition – Acquired titles to enable inroads to domestic online retail channels like Flipkart, Amazon, PayTm etc. as well as international markets, via Ingram.• Data management – Managed data of all publishers and monitored uploads on various online retail channels.

Education

Year	Degree	Stream	Institute	University/Board	Percentage
2019	MBA	Data Science & Data Analytics	Symbiosis Centre for Information Technology, Pune	Symbiosis International University	74.70
2015	B.Tech	CSE	Maharishi Markandeshwar Engineering College (MMEC)	Maharishi Markandeshwar University (MMU)	73.40
2011	XII	Science	Apeejay School, Noida	CBSE	74.60
2009	X	-	Kendriya Vidyalaya, Ballygunge	CBSE	90.60

Extra-Curricular Activities

- Organizer of Dattansh '19 at Symbiosis Centre for Information Technology, as the main SPOC of the Guest Lecture Committee
- Actively participated in Graffiti 2018
- Won silver and gold medals in Girls' Volleyball during Independence Cup 2017 and 2018
- Assisted in managing a school for underprivileged children in Budge Budge, West Bengal