

ALOK SINGH

Skills

- PROGRAMMING SKILL** – MySQL, DAX, M Query.
- DATA ANALYTICS TOOL** – Microsoft Power BI (Desktop and Service), Report Builder (Paginated Reports), SharePoint, DAX Studio, Measure Killer, Jira, Azure Blob.
- MISCELLANEOUS TOOL** – MS Excel, MS PowerPoint, MS Word.

Work Experience

DATA ANALYST. DUNBOXED – HYDERABAD, INDIA.

- DOMESTIC ICE DIGITAL FOLLOW-UP DASHBOARD.** June 2024 – Till Date.
- Designed and developed a comprehensive Power BI dashboard to track digital customer inquiries across TVSM dealerships, improving dealer responsiveness by 30% and customer engagement by 25%.
 - Built KPIs and visualizations to monitor follow-ups categorized by Same-Day, 1-Hour, and 2-Hour follow-ups.
 - Created a **custom combo chart (line and clustered bar)** to display day-wise trends for Same-Day Follow-Ups with Month-to-Date (MTD), Last Month (LM), and Last Year (LY) comparisons.
 - Developed the dashboard from scratch, ensuring an intuitive and user-friendly interface.
 - Conducted detailed trend analyses to identify seasonal patterns and performance improvements over time.
 - Integrated Power BI Symmetric Datasets via live connections, enabling real-time updates and interactive data exploration.
 - Utilized Power Query Editor and Azure SQL Views to preprocess, clean, and transform datasets, ensuring data accuracy.
 - Applied advanced data visualization techniques to deliver actionable insights to stakeholders.

- DOMESTIC ICE PERFORMANCE DASHBOARD.** Oct 2023 – May 2024.
- Designed and developed an interactive Power BI** report to analyze and visualize the performance of TVSM vehicle models, segments, and inventory across dealerships, improving decision-making processes.
 - Utilized advanced Power BI visuals, including Matrix, Table, and Clustered Column Chart, to present actionable insights by model, segment, and dealer.
 - Created dynamic slicers for real-time filtering and granular analysis across dimensions like Month, Model, Zone, State, Dealer, and Territory.
 - Implemented Row-Level Security (RLS)** to restrict data access at Zone, Area, Territory, and All-India levels, ensuring secure and role-based data visibility.
 - Optimized complex DAX calculations and queries to track performance indicators such as YTD, MTD, Achievement %, Growth Over Last Month (GOLM%), and Growth Over Last Year (GOLY%).
 - Conducted in-depth analyses to uncover insights into customer inquiries and retail performance, enhancing operational efficiency.
 - Preprocessed, cleaned, and validated datasets using Power Query and Azure Views to ensure data integrity.
 - Built robust data models, optimized refresh rates, and integrated live connections for real-time updates.
 - Demonstrated strong expertise in delivering visually compelling dashboards, leveraging **data visualization best practices** to enhance user experience and stakeholder engagement.

POWER BI DEVELOPER.

NISCOM TELE INFRA PVT. LTD. – NOIDA, INDIA.
ELECTRONIC AND PRINTED DOCUMENT DASHBOARD.

July 2021 – Sep 2024.

- Developed a Power BI dashboard to analyze trends in electronic document generation, printed documents, and environmental impact, including statistics on saved trees.
- Designed the dashboard from scratch, enabling stakeholders to track and reduce paper usage, promoting sustainability.
- Conducted rigorous **testing** to validate data accuracy and functionality.
- Resolved bugs and ensured timely fixes for dashboard performance.
- Published and maintained the dashboard, ensuring regular updates and accessibility.
- Performed monthly data updates from multiple data sources to ensure accurate reporting.
- Collaborated with clients to gather feedback and align updates with business requirements.
- Tools & Technologies Used: **Power BI** (Dashboard Design, Data Modeling, Visualizations), **Excel** (Data Cleaning and Analysis), **MySQL Queries**, **DAX Queries**, **SharePoint**.
- **Impact:** Enabled stakeholders to track and reduce paper consumption, promoting sustainability and operational efficiency.

Career Graph

Duration	Organization	Designation
Sep 2023 – Till Date.	Dunboxed, Hyderabad, India.	Data Analyst.
July 2021 – Sep 2023.	Niscom Tele Infra Pvt. Ltd, Noida, India.	Power BI Developer.

Professional Achievements

- Built over **25 Power BI reports and dashboard**.
- Created **30+ paginated reports**, ensuring accurate and professional presentation of data in PDF format.
- Designed a **refresh button in Power BI using Power Automate**, enabling self-service data updates for stakeholders.
- Implemented email subscriptions in paginated reports to deliver PDF and Excel reports export directly to stakeholders.
- Utilized extensive Power BI functionalities, including data exploration, gateway management, report publication, and scheduled refresh.
- Received an appreciation email from the client in 2023 for successfully delivering a custom combo chart (line and clustered bar) and implementing automation solutions.

Education

B TECH– Computer Science Engineering – R.D Engineering College, Ghaziabad. *Apr 2019*