

# Aryan Rastogi

Business Intelligence Developer | Power BI | SQL | Data Enthusiast

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## Summary

A results-driven **Business Intelligence Developer** with over a year of experience in **Power BI**, **DAX**, and **SQL**. Skilled in driving data insights and visualizations to enhance decision-making and business growth. Committed to continuous learning, I proactively deliver impactful insights, improving client retention, engagement, and operational efficiency.

## Skills And Tools

Power Bi, ETL, Business Intelligence & Data Visualization, Data Analysis & Data Management, Data Analysis, Graphical Representation, Analytical Mindset, Adaptability, Continuous Learning, Communication, Project Management, Excel, MS Office 365, MS Teams, MS Power Point, Statically Analysis, DevOps, Detailed Research

Power Bi Desktop, Power Bi Service, Power Bi Dashboards, DAX, DAX Studio's, Measure Killer, Report Builder, UI & UX, Paginated Report, SQL Server, Qlik Sense, SSMS, Tableau Online, MSM (Basic), Azure Fundamentals (Basic), Jupyter Notebook (Basic), Python (Basic)

## Experience



### Celebal Technologies

Jaipur, India

#### Associate Business Intelligence Developer

10/2023 - 12/2023

A premier software services company specializing in digital transformation and enterprise reinvention.

- Key **BI** team member, analyzed data, improved processes by **20%**.
- Created dashboards in **Power BI**, boosting client retention by **25%**.
- Enhanced technical skills by **40%** through mentorship in **BI**.
- Developed **BI** solutions, increasing operational efficiency by **25%**.



### Celebal Technologies

Jaipur, India

#### Junior Associate Business Intelligence

05/2023 - 10/2023

A premier software services company specializing in digital transformation and enterprise reinvention.

- Improved process efficiency by **20%** through dataset analysis and insights.
- **Increased operational efficiency** by **20%** by developing comprehensive reports optimizing client processes.
- Translated business requirements into **Power BI** visualizations for faster decisions.
- Embraced **Celebal** culture, gaining **BI** expertise through mentorship and collaboration.

## Projects

### Relationship Radar - (Client Project)

09/2023 - 12/2023

Collaborated on a CRM project with clients using Power BI and SQL.

- KPI for the dashboards are
  - 1) Sales Performance
  - 2) Customer Engagement
  - 3) Lead Management
- **Power BI Desktop**: ~50% - Primary tool for creating visualizations and dashboards.
- **Power BI Service**: ~20% - Used for publishing and sharing reports.
- **SQL**: ~30% - Used for data extraction and manipulation.

### Pure Storage - (Client Project Simulation)

07/2023 - 11/2023

Collaborated with clients to create 3 detailed reports.

- The Report Name are as follows
  - 1) Object Safe Mode
  - 2) Branch & Version Quality Tracker (GD Dashboard)
  - 3) [WIP] SEV-1X Project v2
- **SQL (Advanced)**: 35% - Utilized for complex queries across phases.
- **Power Query**: 25% - Applied for data transformation and preparation.
- **KPI Logic Development**: 15% - Focused on defining and calculating key performance indicators.
- **UI Design & Wireframing**: 15% - Developed report layouts and wireframes.

### Report Modernisation - (Internal Project)

06/2023 - 11/2023

Created UI, wireframes, and performed sanity checks before publishing to Power BI Service.

- **UI Design & Wireframing**: 30% - Focused on designing and refining report layouts.
- **SQL (Advanced)**: 25% - Utilized for data extraction and advanced queries.
- **Power Query**: 20% - Applied for data transformation.
- **Sanity Checks & Minor Changes**: 15% - Ensured data accuracy before publishing.

## Education

Lloyd Institute of Management & Technology

Greater Noida

Bachelor of Business Administration (BBA), Finance and Business Intelligence

10/2020 - 11/2023