

# GURPREET KAUR

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- 2+ years of professional experience in Business Intelligence, specializing in Power BI Desktop and Service with extensive ETL expertise using Power Query for data transformation and cleaning.
  - Proficient in data modeling using Power Pivot, with strong capabilities in creating and enhancing data models using DAX functions (Time Intelligence, Filter, Date, Statistical, etc.).
  - Expert in developing interactive visualizations and reports using Power View, implementing multi-level filtering, drill-through capabilities, and hierarchical data presentation.
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## Skills

- Power BI(Desktop, Service, Power Query)
  - SQL, DBMS, ETC
  - Data Modeling & Analytics
  - Dax Functions & Dashboard Development
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## Professional Experience

### **BI Analyst** | Scrollit, New Delhi

*October 2023 - Present*

- Spearheaded the design and implementation of 15+ Power BI dashboards.
- Worked on Enhancing the Data Model by Creating New Columns, New Measure and New Tables using DAX Expressions.
- Extensively used transformations like Merge Queries, Append Queries, Pivoting the Column, UN Pivoting Columns, Adding Custom Columns, Splitting the Columns, Merging the Columns etc.
- Worked on On-Premise Data Gateway to Refresh and Schedule Refresh the Data in the Dataset.

### **BI Analyst | Prometric Testing, Gurgaon**

*Promoted - October 2022 - August 2023*

- Analyzed test results to identify patterns, trends, and potential areas of improvement, providing actionable insights to test designers and stakeholders.
- Developed a comprehensive dashboard to visualize and track monthly, quarterly, and annual sales performance. The dashboard includes metrics such as revenue, sales volume, and year-over-year growth, segmented by regions.
- Conducted in-depth analysis of test results, identifying key trends that led to an improvement in test design accuracy.

### **Associate Test Developer | Prometric Testing, Gurgaon**

*February 2020 - September 2022*

- Developed and maintained a robust testing framework to ensure the integrity and reliability of exams and assessments delivered globally.
- Worked closely with content developers, psychometricians, and IT teams to ensure seamless integration of test items into various delivery platforms.

### **PR Executive | Consocia Advisory, Gurgaon**

*January 2019 - December 2019*

- Developed and executed PR strategies that increased client media coverage.
  - Implemented KPI tracking system, resulting in more efficient resource allocation for PR campaigns.
  - Expanded media database by enhancing outreach capabilities and press release distribution effectiveness.
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### **Education**

Master in English, Ignou, New Delhi (2018 – 2021)

PGDM Mass Communication, YWCA, New Delhi (2017 - 2018)

BA Hons. (English), Ramanujan College, University of Delhi (2014 - 2017)

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### **Certifications**

Microsoft PL-300 Certified: Power BI Data Analyst Associate

Udemy: Power BI for Data Intelligence