

# SUBHRA BANERJEE

Mumbai, India | 9831383817 | [Gmail](#) | [LinkedIn](#) | [Project Portfolio](#)

Proficient in Data Visualization, Reporting, Dashboarding, Insight analysis with background with **SQL, Power BI, Tableau, HTML, Advanced Excel, Google Sheet**. Honing strong analytical skills, decision-making, problem solving abilities with a learning mindset and proactive approach.

## TECHNICAL SKILLS

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- Power BI Desktop
- Power BI Service
- Power Query (M- Query)
- DAX
- Google Sheet
- Advanced Excel
- Pivot Tables & Pivot Charts
- Microsoft SQL Server
- Tableau
- Data Modelling
- Data Visualization
- Data Cleaning
- Data Storytelling
- HTML

## WORK EXPERIENCES

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### Content Analyst (International Client Engagement) | Buzzworks

10/2021 – 10/2024

- Worked with Buzzworks Business Services Pvt. Ltd., contributing to projects for UK and US clients while collaborating with teams at Accenture Mumbai.
- Collaborated with UK and US clients as a Web Developer and Quality Analyst to ensure high-quality deliverables in content writing and website functionality.
- Managed shift rostering using Global Productive Hub (GPH) and streamlined leave tracking via Team Accuracy Tracker for seamless team coordination.
- Assisted in preparing basic productivity and performance reports, gaining exposure to MIS practices and supporting

### BGC Specialist (Global Criminal Background and Health Screening Processes) | Sterling

03/2019 – 05/2021

- Oversaw USA and Asia-specific Criminal Background Verification processes with high accuracy.
- Improved **weekly data-driven team rostering** processes to enhance operational efficiency.
- Led USA Drug and Health Screening Process quality checks, ensuring compliance with standards.

### Facility Lead (Operations and Vendor Management) | Cushman & Wakefield

09/2014 – 12/2018

- Managed **data-driven reporting** (daily, weekly, MMR, QBR) and streamlined budgeting processes.
- Supervised housekeeping, security, and technical teams, leveraging KPI data to enhance productivity.
- Analyzed procurement trends to **optimize vendor management and cost-efficiency**.
- Maintained compliance through routine audit data tracking.

### Facility Executive (Operations and Vendor Management) | Express Housekeeping

04/2011 – 09/2014

- **Developed and maintained help desk performance metrics** for enhanced service efficiency.
- Supervised soft services and implemented best practices for process improvement.

### Facility Executive (Operations and Vendor Management) | CB Richard Ellis (CBRE)

05/2010 – 03/2011

- Monitored and improved help desk operations using **data analytics** to track service trends.
- Coordinated soft services and ensured adherence to quality standards.

## PROJECTS

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### Performed Data Analysis Project: Credit Card Transaction Insights | SQL | [Link](#)

- Developed complex SQL queries using **CTEs, window functions, and aggregations** to analyze over 2 years of credit card transaction data across multiple cities, card types, and expense categories.
- Identified **top 5 high-spend cities** and calculated their **percentage contribution to total spending**, enabling targeted marketing strategies.
- Analyzed **spending trends by card type, gender, and city** to uncover insights like peak spending months, lowest contribution areas, and weekend spend behavior.
- Used SQL Server to deliver business-critical insights such as **fastest city to reach 500 transactions** and **maximum MoM growth in specific card-expense combinations**.

### Interactive Sales Analytics Dashboard: Adventure Works Sales | Power BI | [Link](#)

- Designed and developed a multi-page Power BI dashboard covering sales, returns, product, and customer insights.
- Implemented **forecasting** and **what-if analysis** to predict revenue trends and assess pricing impacts.
- Applied **Row-Level Security (RLS)** for personalized data access based on user roles.
- Leveraged **Natural Language Query (NLQ)** for intuitive data exploration by business users.
- Built custom visuals including **map views, decomposition trees, KPI cards**, and gauge charts.
- Derived actionable insights such as top-performing countries/products and YOY growth trends.

#### Interactive Pizza Sales Analytics Dashboard: | Tableau | [Link](#)

- Built an **interactive Tableau dashboard** using **48,000+ rows** of pizza sales data to show key trends in **sales, orders, and products**.
- Created **custom metrics** like **Average Order Value** and **Total Pizzas Sold** to track **business performance**.
- Used **bar, line, pie, and butterfly charts** to visualize sales by **hour, week, pizza category, and size**.
- Identified **best and worst-selling pizzas** by **revenue, quantity, and orders** to support **data-driven business decisions**.

#### Interactive HR Analytics Dashboard: | Excel | [Link](#)

- Designed and built an **interactive HR analytics dashboard** in **Microsoft Excel** using **pivot tables, slicers, and advanced charts** to track **employee attrition trends**.
- Created key **HR KPIs** like **attrition rate, satisfaction scores, and demographic breakdowns** to support **HR decision-making**.
- Used **Excel formulas** and **data visualization** to show attrition by **department, job role, age group, gender, and education**, identifying **R&D as the highest-risk area** (56.12% attrition).
- Improved **HR reporting** by adding a **dynamic filter panel** for real-time filtering by department and education, making it easier for **stakeholders** to access insights.

### CERTIFICATIONS

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#### Deloitte Australia Data Analytics Virtual Job Simulation – Forage (July 2025) Insights | [Link](#)

- Completed a simulation of real-world Deloitte projects focused on data analytics and forensic technology.
- Built an interactive dashboard using **Tableau** to visualize business insights.
- Analyzed and classified data using **Excel**, drawing conclusions to support decision-making.
- Gained exposure to consulting deliverables and Deloitte's client-focused problem-solving approach.

### EDUCATION

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Bachelor of Commerce

03/1999 – 03/2002

*Kalyani University (West Bengal)*