

DHRUVI VEGDA

📍 Bengaluru, India | 📞 +91 9429534902 | ✉ dhruvivegda2501@gmail.com
🌐 [linkedin.com/in/dhruvi-vegda-dv1612](https://www.linkedin.com/in/dhruvi-vegda-dv1612) | 🐙 github.com/dv1612 | 🌐 dv1612.github.io

PROFESSIONAL SUMMARY

Business Analyst and Power BI professional with commercial experience developing automated Power BI reports and dashboards using DAX, Power Query and SQL. Experienced in data extraction, transformation, cleansing, validation and analysis across operational datasets, translating business requirements into actionable KPI reporting and scalable BI solutions. Strong foundation in data modelling, ETL, Microsoft Power Platform and Advanced MS Excel, with experience partnering with cross-functional stakeholders to improve reporting efficiency, data accuracy and business decision-making. Analytical, methodical and focused on accuracy, automation and continuous process improvement.

TECHNICAL SKILLS

- **Business Intelligence:** Power BI, Power BI Reports & Dashboards, DAX, Power Query, KPI Reporting, Data Visualization
- **Data & Databases:** SQL (MySQL, PostgreSQL), CTEs, Window Functions, Data Extraction, Data Transformation, Data Cleansing, Data Validation, ETL, Data Preparation
- **Data Modelling:** Power BI Data Modelling, Relational Data Modelling, Fact & Dimension Concepts, Star Schema Concepts, Relationship Design
- **Microsoft Power Platform:** Microsoft Power Apps, Power Automate
- **Analytics & Reporting:** Advanced MS Excel, Pivot Tables, Statistical Analysis, Financial Data Analysis, Forecasting
- **Programming:** Python (Pandas, NumPy, Seaborn), SPSS

WORK EXPERIENCE

Business Analyst

May 2026 – Present

Adani Enterprises Ltd.

- Engineered 5+ automated Power BI dashboards utilizing DAX and Power Query to centralize enterprise data, reducing manual reporting time by 15% and providing real-time KPIs for 20+ stakeholders.
- Analyzed cross-functional project data using SQL and Excel, identifying key operational bottlenecks and delivering visual insights that improved project tracking accuracy.

Business Analyst Intern

Oct 2025 – Apr 2026

Adani Enterprises Ltd.

- Spearheaded the data analysis for the Hunger Box application deployment, utilizing SQL to extract usage metrics and provide actionable insights for cafeteria capacity planning.
- Facilitated cross-functional coordination with 3 internal teams to resolve implementation issues, ensuring 99% system uptime and a seamless user transition during the pilot phase.

Power Platform Developer

Jan 2025 – Apr 2025

Adani Power Ltd.

- Designed and deployed PRAVIX via Microsoft Power Apps to automate APM user access requests, cutting request turnaround time by 30%.
- Configured multi-level approval workflows and automated email notifications, while developing comprehensive SOPs to ensure standardized operational compliance.

Sales Executive

Jan 2023 – Feb 2023

Dabur Ltd.

- Leveraged historical sales data and customer analytics to optimize retail supermarket interactions, directly contributing to enhanced consumer engagement.

DATA & ANALYTICS PROJECTS

E-Commerce Customer Segmentation (RFM) | Python, PostgreSQL, Power BI [Code](#) Sep 2026

- Built an end-to-end RFM pipeline over 541,909 retail transactions, cleansing to 392,692 valid rows in Pandas and scoring every customer in PostgreSQL using CTEs and NTILE(5) window functions.
- Segmented 4,338 customers into 11 actionable segments, quantifying that 20% of customers drive 64% of revenue and that 646 lapsing accounts hold £1.03M of historic spend, redirecting retention spend from blanket discounting to named accounts.
- Delivered the Power BI layer: a SWITCH(TRUE()) segmentation column plus Total Revenue, Unique Customers and AOV measures, published with a two-page dashboard and case study.

SaaS Subscription Funnel & Churn Analysis | Python, PostgreSQL, Power BI [Code](#) Jun 2026

- Instrumented a four-stage acquisition funnel from 66,000 raw event logs, de-duplicating to first-touch events and voiding out-of-sequence stages to isolate a single step losing 57% of users.
- Modelled cohort retention and MRR movement in PostgreSQL, expanding each customer into active months via generate_series, and showed that 62% of cancellations occur within three months, shifting budget from win-back to onboarding.
- Developed DAX measures for churn rate, retention rate, active and lost MRR and net revenue retention, presented through a cohort Matrix visual and funnel chart.

Retail Inventory & Margin Optimization | Python, PostgreSQL, Power BI [Code](#) Mar 2026

- Standardised a 6,220-row warehouse extract carrying four SKU formats, missing costs, negative counts and duplicates, merging it with the product master to derive margin percentage per SKU.
- Joined stock, 120 days of sales and warehouse dimensions in PostgreSQL to calculate daily sales velocity, days of supply and ABC classification across 1,200 SKUs and 5 warehouses, flagging 234 SKUs carrying £1,786 per day of gross margin at stockout risk.
- Identified 174 shortages resolvable by inter-warehouse transfer rather than purchase orders, and built the procurement dashboard with DAX stockout-risk flags, running-total stock and weighted margin measures.

Rural Gujarat Response to SDG 6 (Research Paper) Jan 2023 – Dec 2023

- Analyzed primary survey data from 400+ respondents across 5 villages using SPSS and MS Excel to evaluate 20+ KPIs related to water, sanitation and hygiene.
- Delivered data-driven insights and actionable recommendations to the Gandhinagar Municipal Corporation (GMC) to improve resource accessibility and operational outcomes.

EDUCATION

PGDM in Big Data Analytics July 2024 – April 2026
Adani Institute of Digital Technology Management (AIDTM) | CGPA – 3.59/4.33

BBA (Hons.) in Marketing Aug 2020 – May 2024
Pandit Deendayal Energy University (PDEU) | CGPA – 9.50/10

ACHIEVEMENTS & LEADERSHIP

- **Publicity Head:** Managed communications for “The Inspired Room” architectural club at PDEU.
- **Liaison Officer:** Coordinated logistics and delegation support at the G20 Mayoral Summit for Mr. Sanjeev Sanyal.
- **Athletics:** State-level Baseball Player, demonstrating teamwork, discipline and performance under pressure.