

AJAY BURUGU

KPO Analyst | Business Intelligence & Data Analytics

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PROFESSIONAL SUMMARY

Results-driven KPO Analyst / BI Analyst with 2+ years of experience developing best-in-class data analytics solutions and visualizations using Power BI. Microsoft PL-300 Certified with strong expertise in Data Modeling, DAX, SQL, Python (Pandas), and Advanced Excel. Skilled at partnering with cross-functional stakeholders to understand business objectives and KPIs, translating requirements into scalable dashboards, and maintaining up-to-date process documentation. Proven track record of reducing reporting turnaround time by 40% and improving data accuracy by 25%, with strong stakeholder management and communication skills. Received WOW Award for outstanding performance.

CORE & TECHNICAL SKILLS

- Business Intelligence & Power BI: Dashboard Development, Data Modeling, DAX Functions, KPI Reports, Row-Level Security, Workspace/Content & Access Management, Custom Visualizations — PL-300 Certified
- SQL: Joins, Window Functions, Subqueries, Query Optimisation, Views, Data Extraction & Transformation
- Python: Pandas — data analysis, cleaning, automation, pipeline support
- Excel (Advanced): Power Query, Pivot Tables, VLOOKUP, INDEX/MATCH, Complex Formulas, Reporting Templates
- Business Analytics: Requirement Gathering, Stakeholder Management, KPI Definition, Trend & Anomaly Detection, Forecasting
- Process & Quality: Data Validation, Accuracy & Integrity Checks, Documentation, Process Improvement, Efficiency Projects
- Client/Stakeholder Management: Single POC for Business, Cross-functional Collaboration, Time Management, Verbal & Written Communication
- Tools: Git, GitHub, Snowflake (Learning)

PROFESSIONAL EXPERIENCE

KPO Analyst | Virtusa (Client: Google)

March 2024 – Present

Hyderabad, India

- Partnered with stakeholders across Sales, Marketing, Operations, and Support to understand business objectives, KPIs, and challenges, analysing 50,000+ records using SQL and Excel to deliver actionable insights
- Developed 5+ best-in-class Power BI dashboards with DAX measures and data modeling for real-time KPI tracking — actively used by senior stakeholders in Weekly Business Reviews
- Managed Power BI workspace content, data sources, and user access, ensuring the highest level of quality and reliability across all reporting deliverables
- Built 20+ SQL queries utilising joins, window functions, subqueries, and views — reducing manual reporting effort by 30%
- Automated data validation and cleaning pipelines using Python (Pandas), improving data accuracy by 25%
- Reduced reporting turnaround time by 40% through process automation, streamlined workflows, and efficiency-driving initiatives
- Acted as single point of contact for business stakeholders, prioritising requirements based on business impact and feasibility prior to escalation
- Maintained up-to-date documentation for reporting processes and workbook artifacts, supporting consistency across the analytics function
- Collaborated with cross-functional teams — Strategy & Operations, Product, Engineering, IT, and HR — to define metrics and deliver analytical solutions
- Prepared PowerPoint presentations and structured reports for senior leadership, translating complex findings into clear, actionable narratives
- Received WOW Award for exceptional performance and delivering high-impact analytical solutions to Google

PROJECTS

Customer Behavior Analysis | Python, Power BI, SQL, Excel

- Analysed 3,900+ customer transaction records using Python (Pandas) and SQL to uncover purchasing patterns, behavioural trends, and key revenue drivers
- Performed end-to-end EDA including data cleaning, outlier detection, and statistical analysis to ensure data quality and reliability
- Segmented customers into behavioural groups using data-driven techniques to support targeted business strategies
- Built interactive Power BI dashboards with data modeling and prepared PowerPoint presentations to communicate findings clearly to non-technical stakeholders

CERTIFICATIONS

- Microsoft Certified: Power BI Data Analyst Associate (PL-300)
- IBM Data Science Foundations
- NxtWave Developer Foundations
- NxtWave Databases Certification

EDUCATION

B.Tech in Mechanical Engineering — CMR Technical Campus, Hyderabad (2017–2020)
Diploma in Engineering — Vaageswari College (2014–2017)

ACHIEVEMENTS

- WOW Award at Virtusa — Recognised for exceptional performance and delivering high-impact BI solutions to Google
- Microsoft PL-300 Certified — Power BI Data Analyst Associate
- Reduced reporting turnaround time by 40% and improved data accuracy by 25% through automation

LANGUAGES

English | Telugu | Hindi