

# Madhukumar Gowroju

gmadhukumar389@gmail.com | 8096004740

## Data Analyst

Highly accomplished Data Analyst with over 4 years of experience specializing in transforming data into actionable insights using Power BI and SQL. Proven expertise in designing interactive dashboards, developing complex SQL queries, and building efficient data models to support business decision-making. Successfully modernized reporting processes by migrating legacy systems to Power BI, optimized data queries to improve performance and reduce processing time and implemented robust data validation practices to ensure accuracy and consistency. Adept at aligning data analysis with business objectives to drive strategic insights and enhance overall analytics performance.

## EDUCATION

### Bachelor of Technology in Mechanical Engineering

GEC- JNTUK • GPA: 7.89

Jul 2021

## WORK EXPERIENCE

### Tata Consultancy Services (TCS)

May 2022 - Present

#### Notable Achievements

- Delivered **30% improvement in report performance** by optimizing Power BI data models, reducing unnecessary columns, and improving query efficiency.
- Accelerated dashboard refresh times by **50%** by converting complex manual Excel/SQL reporting into optimized SQL queries and Power BI transformations.
- Reduced manual reporting effort by **30%** by implementing automated Power BI datasets, scheduled refresh, and reusable report templates.
- Improved data availability and business reporting speed by **25%** by building real-time/near real-time reporting pipelines using SQL and Power BI refresh automation.
- Automated KPI monitoring and report distribution using **Power BI Service** eliminating manual checks and saving over **5 hours per week**.

#### Project: Tata Teleservices – BI

- Connected Power BI to multiple data sources such as SQL databases, Excel, and flat files for real-time and scheduled reporting.
- Performed data transformation and cleaning using Power Query (M language) to prepare structured datasets for analysis.
- Created advanced calculations using DAX (Data Analysis Expressions) including measures for KPIs, time intelligence, and aggregations.
- Built business KPI's like SLA, Orders, Customer churn rate, ARPU and visualizations like bar charts, line graphs, slicers, and drill-through reports for better data insights.
- Implemented row-level security (RLS) to restrict data access based on user roles.
- Optimized report performance by reducing data load, using proper data types, and minimizing unnecessary visuals.

- Published and shared reports via Power BI Service, enabling collaboration and scheduled data refresh.

### **Project: Tata Teleservices – Order Management using SQL**

- Wrote complex SQL queries using JOINS, subqueries, and CTEs to extract, transform, and analysed large datasets from relational databases.
- Utilized window functions such as ROW\_NUMBER(), RANK(), and LAG() for advanced analytics like ranking, trend analysis, and deduplication.
- Performed data cleaning and transformation by handling null values, duplicates, and inconsistent data using functions like COALESCE, CASE, and CAST.
- Designed and optimized queries using indexes and execution plans, improving query performance and reducing runtime for large datasets.
- Built aggregated datasets using GROUP BY, HAVING, and conditional aggregation to support business reporting and dashboards.
- Worked with date functions and time-based analysis (monthly, quarterly trends) for reporting and forecasting.
- Validated and reconciled data between multiple sources to ensure data accuracy and consistency.
- Collaborated with cross-functional teams to convert business requirements into data-driven solutions using SQL.

### **SKILLS**

**Power BI:** DAX, Power Query, Data Modelling, RLS, Power BI Service

**SQL:** Joins, CTE, Window Functions, Query Optimization

**Tools:** Excel, Databricks, ADF (Azure Data Bricks)

**Languages:** SQL, PySpark, Python

### **CERTIFICATIONS**

**Microsoft Certified: Power BI Data Analyst Associate PL-300**

### **AWARDS & SCHOLARSHIPS**

- **Delivery Excellence Award -**  
Secured the Delivery Excellence Award for delivering high-quality Power BI dashboards and SQL reporting within tight deadlines.
- **Star of the Month Award -**  
Awarded for outstanding performance and exceeding project expectations.