

Anisha Jain

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Portfolio: <https://anishajain734.github.io/website/>

SUMMARY

- **2+ years** of experience in Business Management and Operations Data Analysis across SMB consumer businesses, working in cross-functional environments on requirements gathering, stakeholder communication, and revenue/sales performance reporting through dashboards.
- Strong expertise in Power BI–driven data storytelling and visualization, transforming complex datasets into actionable insights using advanced visuals (maps, tree maps, funnels, scatter plots, gauges, waterfall charts) to support forecasting, financial performance tracking, and decision-making.
- Built and automated Power BI and Excel/SQL dashboards for sales forecasting and financial analysis across **10+ locations**, improving operational efficiency by **600%**, and enabling data-driven insights that supported double-digit YoY revenue growth and product portfolio optimization (including BCG Growth Share Matrix analysis).
- **Certified Microsoft Power BI (PL – 300)** and certificate in Data Analytics for Decision making

EDUCATION

University of Washington, Seattle, WA

December 2025

Certificate in **Data Analytics**: Techniques for Decision Making

Microsoft Power BI (PL-300) Certified

November 2025

IIS University, India

2023

PhD in General Management

Dissertation: *Impact of Digitalization on Buying Behavior of Women in Rajasthan*

MBA in International Business

2018

Bachelor of Commerce in Accounting & Taxation

2016

TECHNICAL SKILLS

- **Programming:** Advance SQL, R, Python, Pandas (Basic)
- **Tools:** Power BI (DAX and Data Modeling, Power Query), Advanced Excel (VBA, XLOOKUP), Looker Studio, SharePoint, Zoom
- **Techniques:** BCG Growth Matrix, SWOT Analysis, Porter's Five Forces, ETL pipeline
- **Business Skills:** Cross-team collaboration, Communication, Stakeholder reporting

PROFESSIONAL EXPERIENCE

Financial Consultant (BI) - ICICI Prudential Ltd.

09/2024 – 10/2024

- Built **Power BI** dashboards to track financial performance of **20 client's accounts (worth \$XM)** quarter over quarter reporting investments across various assets such as index funds, mutual funds and fixed deposits
- Calculated projected growth based on different economy growth scenarios for small and medium cap index funds using Advanced Excel analysis. Achieved client expectation accuracy of **3%** delta within projected range
- **Impact:** Presented weekly account health of clients to management to identify well performing clients vs. areas of focus using automated Power BI dashboards connected to SQL server database. Improved operational efficiency by **~800%** from **6-7 hours** effort to **1 hour** due to automation.

Assistant Professor - St. Wilfred PG College

12/2023 - 02/2024

- Led data analysis for college student grades for various disciplines for reporting required for NAAC accreditation achieving A grade.
- Developed dashboard in Excel to showcase performance trends of students in various courses, and identify areas of strong performance and areas of growth opportunity.
- **Impact:** Developed KPI metrics framework to track students' performance in weekly tutorial sessions and quizzes to regularly assess performance trend. Achieved **11%** improvement in average grade in accounting course.

Customer Data Analyst – Kurki Heritage (Small Business)

08/2022 – 09/2023

- Built Power BI dashboards for analyzing hotel booking revenue seasonality trend helping setting seasonal dynamic pricing system
- Analyzed competitors' pricing strategy across season using SQL and Excel to arrive at a competitive price adjusted on a weekly basis in small business segment
- **Impact:** Replaced manual guess work with data driven insights leading to revenue growth of **34%** year over year and improved occupancy rate by **28%**

Data Analyst (Sales & Operations) – Vedantu (Mid-level EdTech Business)

06/2021 – 08/2021

- Built Excel dashboard to track revenue growth and sales forecasting quarter over quarter for educational materials and class subscriptions purchases
- **Impact:** Automated weekly sales report generation with distribution across different geography, improving operational efficiency by **2x**

KEY PROJECTS [Portfolio Link: https://anishajain734.github.io/website/#power-bi-dashboards](https://anishajain734.github.io/website/#power-bi-dashboards)

Blinkit Sales, Marketing & Product Analytics

- Developed a multi-page interactive **Power BI** dashboard analyzing sales (**11M+**), customer behavior, marketing performance, and inventory metrics using a Snowflake schema data model.
- Implemented advanced DAX, dynamic slicers, and drill through features to deliver real-time insights and support data-driven decision-making.

Amazon India Sales Analysis

- Developed ETL pipelines using Python (Pandas) to clean and structure raw sales data.
- Built Power BI dashboards for revenue and customer trends using DAX.

Netflix Revenue & Subscriber Analytics

- Analyzed Netflix dataset for past 5 years for subscriber, revenue and country growth in Power BI analyzing **8,275 Netflix titles** (Movies/TV Shows) to extract strategic content insights.
- Applied NumPy for statistical data manipulation and forecasting of subscriber growth.
- Designed interactive Power BI dashboards to visualize global performance metrics

IBM Employee Distribution and Performance Analysis

- Analyzed ~1,400 employees' distribution and performance across IBM using Power BI.
- Built dashboards to visualize workforce metrics, performance trends, and operational insights.

PhD Research – IIS University

Conducted quantitative research on digital payment behavior among women in Rajasthan.

- Used Kruskal-Wallis test and SPSS to identify impact of age and city on digital payment awareness. Performed A/B testing to derive the results.
- Ran factor analysis to determine key influences: ease of use, safety, and user friendliness. Delivered insights for academic publication and policy review.

SELECT PUBLICATIONS

- An Empirical Study on Digital Payment Behaviour during Lockdown (SHODH SARITA Vol. 7, Issue 28, October-December, 2020 Page Nos. 12-17)
- An Empirical Study on the Utilization of Digital Wallets among Students (International Journal of Education, Modern Management, Applied Science & Social Science (IJEMMASSS) 211 ISSN: 2581-9925, Impact Factor: 6.340, Volume 03, No. 01, January - March 2021, pp.211-215)
- An Empirical Study of Awareness and Perception about Usage of Digital Payment Modes Among Women (Business Review), Vol 1 Issue 1 (December 2023)