

Business Analyst

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Company: McLaren Strategic Solutions (MSS)

Location: india

Category: other-general

Job Description We are seeking a skilled and motivated Business Analyst with a strong background in Power BI to join our team. As a Business Analyst, you will play a crucial role in transforming raw data into actionable insights, driving informed decision-making, and enhancing business performance. Your focus will be on creating compelling dashboards, insightful reports, and impactful presentations.

Responsibilities

- 1. Data Analysis and Visualization:**
 - o Collaborate with stakeholders to understand business requirements and translate them into effective data models.
 - o Develop interactive dashboards and reports using Power BI and Excel, ensuring accuracy, clarity, and user-friendliness.
 - o Visualize complex data patterns, trends, and KPIs to facilitate decision-making.
 - o Proactively monitor data quality, troubleshoot issues, and ensure accuracy and consistency of reporting outputs.
- 2. Power BI:**
 - o Develop and maintain Power BI dashboards to visualize key performance indicators (KPIs), trends, and metrics relevant to various business units and stakeholders.
 - o Design and implement data transformation processes (ETL) to extract, clean, and load data from various sources.
 - o Utilize DAX (Data Analysis Expressions) for calculations, measures, and custom columns.
- 3. Presentation and Reporting:**
 - o Create visually appealing presentations that convey insights to both technical and non-technical audiences.
 - o Craft executive-level reports, highlighting key findings, trends, and actionable recommendations.
 - o Collaborate with cross-functional teams to ensure alignment and consistency in reporting.
 - o Conduct in-depth data analysis to identify patterns, trends, and anomalies, providing valuable insights to inform business decisions.
- 4. Requirements Gathering and Documentation:**
 - o Collaborate with stakeholders to gather requirements, understand business objectives, and translate them into

actionable insights and reporting solutions. Qualifications: Bachelor's degree in Business, Computer Science, or a related field. Minimum 3-4 years of experience as a Business Analyst, with a focus on Power BI development. Proficiency in Power BI Desktop, DAX, Advanced Excel and data visualization techniques. Strong analytical skills and attention to detail. Excellent communication and presentation abilities. Experience with SQL and data modeling is a plus.

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