HARPAL SINH JHALA

Senior Data Analyst

SQL | Power BI | DAX | Semantic Modelling | Tableau | Data Architecture | BI Development

Location: India
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PROFESSIONAL SUMMARY

Senior Data Analyst with 4+ years of experience in BI development and analytics across BFSI, insurance, US mortgage servicing, real estate and energy. Specialises in Power BI, advanced DAX and semantic modelling, with working proficiency in Tableau, backed by strong SQL and data architecture skills, including an enterprise data warehouse and star-schema models built from the ground up. Combines business domain knowledge, from insurance profitability, claims and loss ratios to brokerage revenue and mortgage servicing, with a clear focus on decision-ready insight. A confident communicator who partners with CFOs, senior leaders and business teams from requirement gathering through delivery, including MENA stakeholders at Qatar Insurance Group. Impact includes a 15% brokerage revenue increase, 30% of real estate revenue identified in NPAs and a 90%+ reduction in reporting turnaround.

CORE SKILLS

BI Development: Power BI (Desktop, Service), DAX, Power Query (M), Semantic Modelling, Tableau, Excel
Data & SQL: SQL (T-SQL), Data Architecture, Star Schema Modelling, Data Warehousing, ETL, Python
Analytics: KPI Development, Root Cause Analysis, Trend & Variance Analysis, Data Validation
Platforms & AI: Microsoft Fabric, Azure Data Lake, SQL Server, Power Automate, Git, AI-Augmented Analytics
Domain: Insurance (Claims & Loss Ratio), Mortgage Servicing, Stock Brokerage, Real Estate, Energy
Soft Skills: Stakeholder Management, Communication, Requirement Gathering, Agile, Team Leadership

PROFESSIONAL EXPERIENCE

WhiteBlue Cloud Services — Mar 2025 – Present

Senior Data Analyst

Client Project: Qatar Insurance Group (MENA Insurance) | *Tools: SQL, Power BI, DAX, Azure Data Lake*

- Built 14 executive-level Power BI reports for the CFO, Senior VP and C-suite covering insurance profitability, claims ratio, loss ratio and disease burden analytics.
- Automated the client reporting pipeline integrating Power BI with PowerPoint generation, reducing a 2-day manual task to under 2 hours (90%+ turnaround time reduction).
- Built BI reporting aligned with UAE data governance and regulatory compliance standards.

Client Project: Azimuth – US Mortgage Servicing Analytics (incl. Bank of America) | *Tools: SQL, Data Validation*

- Validated mortgage servicing analytics for Azimuth clients, including Bank of America, using SQL scripts to verify that dashboard figures accurately reflected the underlying data.
- Developed and reviewed SQL queries and validation logic to test business rules, investigate discrepancies and support accurate reporting.
- Performed data reconciliation and analytical checks across source data and reporting outputs, identifying mismatches and confirming the accuracy of dashboard metrics.
- Used AI tools extensively to accelerate SQL development, debugging and analysis, reviewing and validating all outputs before delivery.

Client Project: Adani Green Energy | *Tools: Power BI, DAX, Power Query, SQL*

- Designed 5 Power BI reports tracking real-time cash flow and operational KPIs across 1,000+ energy plants.
- Developed DAX measures and drill-through views for plant-level cash flow and operational performance, giving finance leadership a single, trusted view across the portfolio.
- Integrated operational and financial data from multiple sources with SQL and Power Query into a unified semantic model, keeping KPIs consistent across all 5 reports.
- Built a ports efficiency reporting model that reduced CAPEX planning uncertainty for senior leadership.

Kunvarji Group – Techaxion (Axion Info Services Pvt. Ltd.) **Feb 2024 – Mar 2025**

BI Developer

- Drove a 15% brokerage revenue increase by building inactive-account analytics for relationship managers.
- Identified 30% of real estate revenue locked in NPAs through targeted profitability reporting.
- Delivered a BFSI reporting suite covering trade analytics, client revenue and active/passive client behaviour.
- Led a team of 3 analysts across requirements gathering, sprint planning and Power BI delivery.
- Built the SQL Server enterprise data warehouse (views, stored procedures, ETL) behind stock brokerage, real estate and insurance reporting.

Byju's (Think and Learn Pvt. Ltd.) **Sep 2022 – Sep 2023**

Data Analyst

- Designed and maintained Power BI reports and automated reporting pipelines for the Academics department.
- Ensured ERP data quality through SQL integration, transformation and validation processes.
- Delivered operational insights and ad hoc analysis to senior stakeholders, reducing manual reporting effort across business units.

PROJECTS

AI Car Theft Analytics Live Dashboard | GitHub

Tools: Power BI, DAX, Power Query, Microsoft Fabric, Claude Code

- Analysed 4,553 NZ vehicle theft records: monthly thefts more than doubled (464 to 1,053), Auckland drove 36% of volume while Gisborne had the highest rate at 338 per 100K population.
- Built a 5-page Power BI report on a star schema with 28 DAX measures (MTD, YTD, MoM, 7-day rolling average, per-capita rates), published to Microsoft Fabric.

AI-Powered Sales Analytics Live Dashboard | GitHub

Tools: Microsoft Fabric, T-SQL, Python, D3.js, Claude Code

- Queried a Microsoft Fabric Lakehouse with T-SQL and Python and built an interactive dashboard tracking sales, profit, margin and discounts with year-over-year comparison and automated insights.
- Surfaced best month, highest-margin country-product pairs, cost of heavy discounting and weakest segments, using Claude Code agents under my direction and review.

Real Estate Business Analytics Dashboard Live Dashboard

Tools: SQL, Power BI, DAX

- Built a profitability and client segmentation model identifying 30% of total revenue tied to NPAs.

Stock Brokerage Analytics Dashboard Live Dashboard

Tools: SQL, Power BI, DAX

- Built segment-wise trade, revenue and active/passive client tracking that helped relationship managers target high-potential HNI clients.

HR Management Dashboard Live Dashboard

Tools: SQL, Power BI

- Designed workforce analytics on attrition, hiring funnel and headcount; surfaced early-warning indicators contributing to a 20% reduction in attrition.

AWARDS & ACHIEVEMENTS

Champion of Customer Trust Award – WhiteBlue Cloud Services (2025)

- Recognised for delivering BI solutions for Qatar Insurance Group (Dubai) with measurable impact across MENA insurance reporting.

Star Performer Employee Award – Kunvarji Group (2024)

- Recognised for outstanding contribution to BI and data warehouse delivery across multiple business verticals.

EDUCATION

Bachelor of Engineering (B.E.), Electrical Engineering **Aug 2018 – Jun 2022**

Gujarat Technological University (GTU)