Lila Choudhury Junior BI Developer

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PROFILE SUMMARY

- **Junior BI Developer** with **3 years** in **subscription and retail** reporting, building **Tableau** dashboards on deliveries, box skips and reactivations for HelloFresh's **US operations**, after a year of store reporting at Sephora.
- Builds in **Tableau** Desktop, Cloud and Prep, writes **SQL** on **Snowflake** and **Databricks SQL**, adds **dbt** models under senior review, and still opens **Excel** and Power Query for quick checks with site managers.
- Comfortable with **star schemas** at the order-line grain, **window functions** for weekly cohort counts and **Tableau LOD expressions**, and checks every new chart against the finance team's weekly order totals before release.
- Works with **fulfillment center managers**, **customer care** leads and 2 senior BI developers, takes new requests at the weekly ops intake meeting, and gets a **mockup** signed off before building any dashboard.
- Wrote the team's **Tableau style guide** and a **KPI glossary** of 41 ops metrics, runs a monthly **Tableau office hour** for site managers, and is learning **Python** to automate routine data checks.

TECHNICAL SKILLS

BI & Reporting Tools:	Tableau (Desktop, Cloud, Prep), Power BI, Excel (Power Query, pivot tables)
SQL & Scripting:	SQL (CTEs, window functions), Power Query M, T-SQL (school projects), Python (learning)
Data Warehouses:	Snowflake, Databricks SQL, SQL Server (school projects)
Modeling & Semantic Layer:	Star schema, slowly changing dimensions (Type 2), Tableau published data sources, LOD expressions, DAX (basics)
ETL & Orchestration:	dbt (models and tests under review), Tableau Prep, Power Query
Governance & Security:	Row-level security (Tableau user filters), dbt tests, certified data sources
BI Dev Tools & Workflow:	Git, GitHub pull requests, Jira, Confluence

EDUCATION

Rutgers University, New Brunswick — B.S. in Business Analytics and Information Technology — New Brunswick, NJ · Sep 2019 to May 2023

Salesforce — Certified Tableau Data Analyst — New York, NY · Mar 2025

WORK EXPERIENCE

HelloFresh — Business Intelligence Analyst — New York, NY · Aug 2024 to Present

- Built the **Tableau** delivery dashboard that fulfillment center managers open every morning, with drill-down from region to route to carrier, replacing emailed Excel files for **164** weekly users.
- Rewrote the **SQL** behind the box skip and reactivation reports on **Snowflake** with **CTEs** and window functions over weekly cohorts, cutting query time from 6 minutes to **48 seconds**.
- Added **dbt** models for box contents at the **order-line grain**, with a **Type 2** recipe dimension, so menu planners can tie pick errors to recipe changes across **61** menu weeks.
- Set up **row-level security** in Tableau Cloud with user filters tied to a Snowflake access table, so each site lead sees only their center, merging 7 per-site workbook copies into **1**.
- Ran short **Tableau Cloud** trainings on filters, saved views and **subscriptions** for site and shift managers, and ad hoc data requests from the fulfillment centers dropped by **37%**.

Sephora — Retail Performance Analyst — San Francisco, CA · Jun 2023 to Jul 2024

- Built a **Power BI** store scorecard of **traffic, conversion, ADS and UPT** for district managers, replacing a weekly Excel deck and covering **312** stores.
- Wrote **SQL** pulls and **Power Query** steps to load the weekly sales and door counter files, cutting Monday reporting prep from 6 hours to **40 minutes**.
- Got retail finance and the regions to agree on one **conversion rate** formula and wrote it as a **DAX** measure, closing a gap of up to **3.1 points** between regional reports.