

# SALMA KANU

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## PROFESSIONAL SUMMARY

Business Intelligence & Data Analyst with 8+ years' experience delivering automated reporting, SQL-based analysis, and executive-ready Power BI and Tableau dashboards for healthcare, utility, and federal organizations. Skilled in transforming ambiguous requests into scalable insights, improving data quality, and streamlining reporting workflows through automation and standardized processes. Known for reducing reporting time, enhancing KPI visibility, and collaborating cross-functionally to improve data-driven decision-making.

## CORE COMPETENCIES

Data Analysis & Insights | KPI Development | Dashboarding (Power BI, Tableau) | SQL & Data Modeling | Reporting Automation | ETL & Data Aggregation | GA4/GTM & Digital Analytics | Data Governance | API Integrations | UX Research | Stakeholder Communication | SOP Development | SharePoint, JIRA, Drupal | Applied Generative AI

## TECHNICAL SKILLS

**Proficient:** Power BI (DAX | Power Query) | Tableau | SQL | Advanced Excel (macros, pivots) | GA4 (Admin) | GTM | API Integrations | SharePoint | JIRA | Drupal CMS | Crystal Reports

**Working Knowledge:** Python | R | Looker Studio | Databricks | Power Automate | Power Apps | Salesforce (Oracle Sales Cloud experience) | AWS (data aggregation) | MySQL

**Additional:** CMS systems | data governance concepts | GA4 audits | JavaScript-free tag management fundamentals

## PROFESSIONAL EXPERIENCE

**Data Analyst | National Archives and Records Administration (NARA) - Dacula, GA | Oct 2021 - Aug 2025**

- Developed and delivered Power BI and Tableau dashboards tracking web performance KPIs for senior leadership, improving visibility into site activity and operational trends.
- Standardized data collection processes and automated data aggregation using Google APIs and AWS integrations, reducing reporting time by 50%.
- Designed and implemented a scalable SharePoint repository for datasets, improving data accessibility and supporting consistent dashboard refresh cycles.
- Conducted detailed GA4 audits and implemented GTM tag configurations to ensure accurate, reliable data capture across NARA's web properties.
- Served as GA4 SME: authored agency-wide SOPs, led GA4 onboarding documentation, and trained teams on data collection standards and dashboard usage.
- Built custom GA4 Explorations dashboards and automated JIRA API workflows to enhance reporting accuracy, project visibility, and digital performance analytics.
- Integrated Jira Cloud data via API for analytics and dashboards, providing visibility into issue status, workflow metadata, and team performance.
- Performed ETL (extract, transform, load) processes using SQL, Power BI (Power Query), and APIs to ingest, cleanse, transform, and load data from multiple source systems into analytics-ready datasets.
- Co-led UX research on website search behavior, presenting findings to senior leadership to inform site enhancements and improve user navigation.
- Generated recurring and ad-hoc performance insights and delivered data-driven recommendations to support content optimization and operational decision-making.

#### **Sr. Marketing Analyst / Product Owner | Georgia Power Company - Atlanta, GA | Feb 2021 - Oct 2021**

- Served as Product Owner for Energy Direct, supporting real-time pricing and analytics tools for commercial clients.
- Delivered data-driven insights and product recommendations to executive leadership to guide feature direction and customer engagement strategy.
- Built, validated, and optimized SQL datasets used for performance dashboards and ad-hoc reporting.
- Designed centralized SharePoint repositories to streamline data access and support consistent Power BI dashboard refresh cycles.
- Partnered with engineering and business teams to clarify requirements, improve data flows, and support analytics-driven product enhancements.

#### **Lighting Sales Analyst | Georgia Power Company - Tucker, GA | May 2019 - Feb 2021**

- Performed sales analysis and forecasting that contributed to a 100% revenue increase following strategic territory realignment.
- Developed automated Power BI dashboards to track sales KPIs, eliminating manual processes and improving visibility for leadership and field teams.
- Created "The Redbook," a high-conversion prospect targeting tool that supported multi-million-dollar sales goals.
- Produced monthly Net Income reports and COVID-19 impact dashboards to support operational decision-making.

#### **Data Analyst (Contractor) | Georgia Power Company - Tucker, GA | May 2017 - May 2019**

- Designed and implemented an automated LED Roadway data collection tool, reducing data entry time by 50% and reporting time by 75%.
- Built interactive Power BI dashboards visualizing statewide project installation progress for leadership and operational teams.
- Leveraged internal ESRI GIS mapping tools in Power BI to create an interactive map displaying base station locations, supporting spatial analysis and stakeholder reporting.
- Authored standardized SOPs to drive consistent data entry, reporting practices, and tool adoption across field teams.

#### **Credits & Deductions Analyst (Contractor) | Coca-Cola - Alpharetta, GA | Oct 2016 - Mar 2017**

- Used SAP to research customer accounts, validate deductions, and extract financial data for weekly reporting and reconciliation.
- Analyzed aged A/R balances and resolved discrepancies across vendor and customer transactions.
- Managed end-to-end claims lifecycle, ensuring financial accuracy and compliance with internal controls.

#### **Contract Analyst -Billing (Contractor) | (IHG) - Alpharetta, GA | Jan 2016 - Jun 2016**

- Executed SQL queries for vendor reporting, billing audits, and contract compliance verification.
- Performed charge audits to ensure supplier adherence to contractual terms and SLAs.
- Authored core SOPs to standardize complex operational workflows, improving global compliance across offshore teams.

#### **Facilities Coordinator (Contractor) | CFG / Kaiser Permanente - Atlanta, GA | Jul 2012 - Dec 2014**

- Supported operational reporting and compliance processes within a major healthcare organization, ensuring vendor documentation, work-order accuracy, and regulatory adherence.

- Managed CMMS-driven maintenance and performance data, contributing to data integrity and operational visibility across facilities teams.
- Created and maintained Crystal Reports to monitor facility performance metrics, budget impact, and service-level fulfillment.
- Coordinated cross-functional communication between facilities, vendors, and internal healthcare operations to ensure efficient workflows.

## SELECTED ACHIEVEMENTS

- Reduced reporting time by 50% at NARA by standardizing data collection and automating aggregation workflows.
- Cut manual data entry time by 50% and reporting time by 75% through development of an automated LED Roadway data tool.
- Built automated Power BI dashboards that increased leadership visibility into KPIs, improving decision-making across multiple teams.
- Co-led UX research and presented findings to C-level leaders, directly influencing improvements to website search functionality and data accessibility.

## EDUCATION & CERTIFICATIONS

- Business Intelligence -Vocational Certificate, Emory University, GA
- Oracle Database Administration -Vocational Certificate, Advanced Technology Group (ATG Learning), GA
- Kennesaw State University -Coursework Completed Toward Bachelor's Degree
- Databricks Lakehouse Fundamentals -Certification (In Progress)
- Continuing Education: Advanced BI, SQL, Analytics, and Automation coursework