
Professional summary

- 4 years of IT experience in Business Analysis and Business Intelligence, specializing in Microsoft Power BI, Power BI Report Builder, and SSRS.
- Expert in developing and maintaining impactful data visualizations and reports using Power BI, QlikView, and SSRS, enabling strategic business decisions through data-driven insights.
- Extensive experience in Power BI development and administration on Microsoft Azure, including creating and managing datasets, dashboards, and reports.
- Proficient in SSRS and Power BI Report Builder, with 4 years of experience in developing paginated reports and administering SQL Server and Power BI report datasets.
- Skilled in Power BI embedded analytics for desktop and paginated reports, with expertise in implementing Row Level Security (RLS) and familiarity with Power Flows and Power Apps.
- Domain experience in wealth management banking and retail, providing insights and analytics to drive business performance.
- Strong skills in database design and Data Modeling, including Star Schema and Snowflake Schema using Power BI and QlikView.
- Developed Proof of Concepts (POC) for various projects using Power BI, QlikView, and MS Excel to demonstrate potential solutions to stakeholders.
- Experienced in SQL Server, with skills in writing SQL queries, preparing presentations in MS PowerPoint, and using advanced Excel functions, including lookups.
- Possess exceptional analytical, troubleshooting, leadership, and teamwork skills, with the ability to communicate effectively with business partners and clients to identify opportunities where Business Intelligence can address business challenges and deliver timely, relevant information.

BI Tools	Power BI, Power BI Report Builder, SSRS, Qlikview, Data Flows
RDBMS	SQL Server
Microsoft	MS Excel, Power Point, MS Word
Languages	SQL
OS	Windows Server 2020, Windows 11 Home

Education

B.Tech from J.N.T. University, Kakinada, India in 2017.

Work profile

- Software Engineer for Ness Technologies, Bangalore, India from August 2020 to Sep 2023.

REFERENCES

Available upon request.

Project details

Project: Page Industries Ltd (Jockey)

Role: Power BI Developer

Technologies: Power BI, SQL Server, Microsoft Azure

Domain: Retail

Duration: December 2023– Till Date

- Design and modify database objects such as tables, views, and stored procedures to support ETL processes and data integration requirements.
- Design and develop prototypes in MS Excel and Power BI based on requirements gathered from stakeholders, ensuring alignment with business needs.

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- Prepare detailed technical specifications, business requirements, and unit test reports to guide the development and testing processes.
 - Design and develop Power BI data models using best practices, resolving any issues to ensure data integrity and performance optimization.
 - Develop DAX formulas for business models in Power BI Desktop, creating measures and dimensions as requested by customers to meet dashboard requirements.
 - Implement Row Level Security (RLS) to control data access for different user groups based on their credentials, ensuring data privacy and compliance.
 - Integrate Power BI embedded analytics into Power BI Desktop reports and Paginated reports, utilizing RLS for secure access.
 - Create interactive visuals and KPI scoreboards in Power BI Desktop, enabling users to explore data and gain insights through engaging dashboards.
 - Use advanced DAX functions to generate reports based on daily, monthly, and yearly data, providing in-depth analysis and trends.
 - Install and configure Power BI gateways to keep dashboards and reports refreshed automatically, ensuring that data is always up-to-date.
 - Create and manage workspaces and apps in Power BI Service, granting appropriate access to end users and maintaining data security.
 - Collaborate with other teams to implement Power BI embedded solutions, integrating Power BI with other applications and systems.
 - Design and develop Power BI dashboards and Paginated reports, scheduling them in Power BI cloud services for regular updates.
 - Set up subscriptions to deliver reports in Excel and PDF formats via email, ensuring stakeholders receive the information they need on time.
 - Optimize Power BI data models, DAX calculations, and SQL queries for faster data reloads and efficient response times, enhancing report performance.
 - Provide security to users and user groups on workspaces and reports, managing access permissions to ensure data is protected.
 - Conduct UAT sessions to validate that the reports and dashboards meet business requirements, incorporating feedback to refine the final product.
 - Provide ongoing support for Power BI users, troubleshooting issues, answering queries, and ensuring a smooth user experience with the platform.

Project: Bank of America

Role: Software Engineer

Technologies: Power BI, SQL Server

Domain: Banking

Duration: August 2020 – December 2022

Roles and Responsibilities:

- Designed and developed prototypes in MS Excel and Power BI based on requirement gathering.
- Created detailed technical specifications, business requirements, and unit test report documents to ensure compliance with project goals.
- Work with stakeholders to understand the key metrics and data points required for monitoring bank loan applications, funded amounts, and other relevant financial indicators.
- Connect to various data sources, such as SQL Server, to pull in relevant data on loan applications, funding amounts, interest rates, and customer details.
- Cleanse and transform the data using Power Query to ensure consistency and accuracy in the dashboard.
- Develop data models in Power BI that integrate multiple data sources, using best practices like creating relationships, defining calculated columns, and measures.
- Optimize data models for performance to ensure that the dashboards load quickly and efficiently.

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- Write DAX (Data Analysis Expressions) formulas to calculate metrics like Total Loan Applications, Total Funded Amount, Average Interest Rate, and other KPIs displayed on the dashboard.
 - Design and develop interactive dashboards in Power BI with various visuals, such as line charts, bar charts, maps, and pie charts, to represent the data effectively.
 - Ensure the dashboards are user-friendly and visually appealing, with clear navigation and intuitive filter options (e.g., state, grade, loan type).
 - Set up Row Level Security (RLS) to ensure that users see only the data they are authorized to access, protecting sensitive information within the organization.
 - Conduct thorough testing of the dashboards, including functionality checks, data validation, and performance testing.
 - Facilitate UAT sessions with stakeholders to gather feedback and make necessary adjustments to meet business needs.
 - Publish the dashboards to the Power BI Service and configure scheduled data refreshes to keep the data up-to-date.
 - Manage workspaces, user access, and permissions in Power BI Service to ensure secure and organized report distribution.
 - Monitor the performance of the dashboards regularly and optimize data models, visuals, and queries as needed to maintain quick load times and efficient user interactions.
 - Address user queries and provide technical support to resolve any issues related to the dashboard.
 - Work with other teams to integrate Power BI reports into existing applications using Power BI embedded analytics, ensuring seamless access to data insights.
 - Set up subscriptions to deliver reports in different formats (Excel, PDF) via email, ensuring stakeholders receive timely updates on key metrics.
 - Provided ongoing support for Power BI users, troubleshooting issues, answering queries, and ensuring a smooth user experience with the platform.