**Darshil A S**

**Sr. Power BI Developer**

**Summary:**

* **8+** years of professional IT experience in Developing and Designing **Business Intelligence** **solutions** utilizing **Power BI** and **SQL Server.**
* Extensive experience in **Power BI** on how to import, shape, and transform data for **Business Intelligence (BI), Visualize data**, author reports, schedule automated refresh of reports and create and share dashboards based on reports in **Power BI desktop.**
* Experience in Power BI to design Interactive Reports using Power Query, Power Pivot and Power View.
* Experience in implementing physical data models (**Databases, Schema Tables, Views & Virtual Data Warehouse).**
* Experience in relational database design, SQL queries like**Joins, stored procedures**,**views.**
* Experience in Creating, Maintaining & scheduling various reports in **Power BI like Tabular Reports**.
* Extract and analyze data using **Power Query, PivotTables, MS Excel, Power BI and SSRS.**
* Experience in Publishing **Power BI** reports from Power BI desktop to Power BI service.
* Created different visualizations in **Power BI** according to the requirements.
* Performed data cleaning, data validation, and data analysis using data analysis expressions (DAX), power query and power Pivot.
* Published reports to Azure-based **Power BI services (Pro**) and scheduled subscription and various sharing options (workspace, content pack, and Apps).
* Excellent hands-on experience in groups, hierarchies, and measures, **KPIs**.
* Proficient in applying transformation rules - **Data Conversion, Data Cleansing, DataAggregation, Data Merging and Data splitting.**
* Expertise in **DAX**queriesto get a better way to analyze the data.
* Complete understanding in all facets of Software Development Life Cycle (SDLC).
* Extensive database programming experience in writing T-SQL, User Defined Functions, Triggers, Temporary Tables, Constraints and Indexes using various DDL and DML commands.
* Skilled in creating and developing BI **Dashboards** into rich look for better understanding.
* Experienced to generate underlying data for the reports and to export cleaned data from an Excel **Spreadsheet, Flat file, and CSV** files to the data warehouse.
* Good logical, analytical, interpersonal skills and commitment to perform quality work as well as an excellent team player.
* Experience in working with ETL team on Data Migration using SQL, SQL Azure, Azure storage, Azure Data Factory, SSIS and PowerShell.
* Worked with ETL team in Defining the transformation logic in the **ELT (Azure Data factory) and SSIS.**
* Strong knowledge of data warehousing methodologies and Agile methodology.
* Involved in creating different visualizations using Slicers, Lines, Pies, Histograms, Maps, Scatter, Bullets, Heat Maps, Tree maps, etc. using **Power BI and Tableau.**
* Generated context filters and data source filters while handling large volumes of data.
* Involved in creating Filters, quick filters, table calculations, calculated measures and parameters in **Power BI**.
* Have good experience in creating advanced chart types, visualizations and complex calculations to manipulate the data as per business need through **Power BI.**
* Experience in utilizing DAX functions which includes Aggregation, Counting, Logical, information, Text and date functions.
* Experienced in Supporting end-user reporting using **Power BI.**
* Expert in creating different visualizations using **Slicers, Lines, Pies, Maps, Scatter, Bullets**, Treemaps, etc. using **Power BI**.
* Connecting to data sources, importing data and transforming data for Business Intelligence.
* Extensively worked with clients to understand business requirements, recommended technical solutions and documented functional requirements.
* Implement functionality of existing systems Ability to work in-groups as well as independently with minimal supervision.
* Managed **Power BI** Portal - Data refreshes / User management and set up gateway data refresh.
* Having the ability to work closely with the team to ensure the timely delivery of business requirements.
* Utilizing SQL, Python, and other analytical tools to perform data analysis and generate insightful reports for management and technical teams.
* Creating and optimizing DAX functions for efficient data visualization in Power BI, enabling stakeholders to quickly interpret and act upon risk-related insight.

**Technical Skills:**

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| **Reporting BI Tools** | Power BI Desktop 2.6, Power BI Service, Power BI Gateway, Power BI Report Server, Tableau Desktop 8.x/9.3 Tableau Server, SQL server reporting services (SSRS), SQL Server Analysis Services (SSAS). |
| **Databases** | MS SQL Server 2016/2018, Oracle9i/10g/11g, MySQL, MS Access,Snowflake |
| **Web Technologies** | HTML, Java Script |
| **Operating Systems** | Windows 2012/2016/2018 R2, UNIX. |
| **Scripting Languages** | SQL, PL/SQL, T-SQL, VB Script |
| **Other Tools** | TOAD, Oracle SQL developer, MS Office, FTP, Control-M, Teradata ViewPoint, Teradata SQL Assistant, Rally, JIRA, GitHub, JSON, MS Excel. |

**Professional Experience:**

**Wells Fargo, Charlotte, NC April 2022 – Current**

**Senior Power BI Developer**

**Description:** As a Senior Power BI Developer at Wells Fargo Bank, I translate business logic into actionable insights by creating dynamic dashboards, charts, reports, and presentations for the Sales & Marketing department. I leverage my expertise in importing data from SQL Server DB, Azure SQL DB to Power BI, designing Power BI dashboards, and managing Power BI gateways to ensure usability, performance, and standardization. Additionally, I design OTLP and OLAP databases, create ETL packages, and develop tabular models and dashboards to support data analysis and decision-making processes. I am also responsible for installing and configuring Enterprise Gateway and Personal Gateway in Power Bi Services, utilizing Power BI tools like Power Pivot, Power View, and Power Map to develop data analysis prototypes, scorecards, and dashboards tailored to the needs of different departments and upper-level management. I implement DAX functions for efficient data visualization, design SSAS Cube, and develop MDX queries for in-depth analysis.

**Responsibilities:**

* Translate business logic into dashboards, charts, reports, and presentations in support of the Sales & Marketing department.
* Imported data from **SQL Server DB, Azure SQL DB** to **Power BI** to generate reports.  
  Designing Microsoft power BI dashboards and managing the **power BI** gateways with a focus on usability, performance, flexibility, testability, and standardization.
* Designing **OTLP, OLAP** databases and creating **ETL** packages, tabular models, and dashboards.
* Installed and Configured Enterprise Gateway and Personal Gateway in Power Bi Services.
* Using **Power BI, Power Pivot** to develop data analysis prototype, and used Power View a Power Map to visualize reports available in Web clients and mobile apps.
* Utilizing **Power BI (Power Pivot/View**) to design multiple scorecards and dashboards to display information required by different departments and upper-level management.
* Implemented several **DAX** functions for various fact calculations for efficient data visualization in **Power BI.**
* Designed **SSAS Cube** and developed **MDX** queries for Analysis.
* Document steps needed to migrate database objects between environments including Development, **UAT,** Staging and production
* Meet with business for defined requirements of the project.
* Provide production support of existing ETL processes and develop cross validation rules to ensure mapping accuracy for newly added business rules.
* Developing SQL queries or use available data profiling applications to perform data analysis based on the business requirement and create data profiling reports for data discovery.
* Developing new data integration and supporting existing dataset for BI teams.
* Creating SSIS jobs and scheduled packages using SQL Server management studio
* Supporting Maintenance of ETL process
* Used Z-order to overlap the reports on each other using Power BI.
* Used Power BI, Power Pivot to develop data analysis prototype, and used Power View and Power Map to visualize reports
* Create and customize simple visualizations, Combination charts, Slicers, Map visualizations, Matrixes and tables, Scatter charts, Waterfall and funnel charts, Gauges and single-number cards.
* Published Power BI Reports in the required originations and Made Power BI Dashboards available in Web clients.
* Created multiple data models and used them as a common data source for the reporting purpose.
* Used Power BI Gateways to keep the dashboards and reports up to date.
* In Power BI developed reports by different time intelligence like year to data (YTD), Month to date (MTD), same period last year.
* Applying common transformations such as aggregate, data conversion, conditional split, lookup, merge, and sorter transformations
* Responsible for migrating folders or mappings and sessions from development server to test environment.
* Working with **Data Architects, DBAs**, and Business Intelligence teams in designing and supporting end-to-end data solutions across multiple platforms.
* Improving **ETL** performance applying best practices

**Environment: MS SQL Server 2016/2014/2012, SSIS, Shell Scripting, SQL, T-SQL, PL/SQL, Oracle, MS Word, MS, Excel, UNIX, Windows OS, Azure.**

**Netrix Global, Bannockburn, IL Mar 2021 – Mar 2022**

**Sr. Power BI Developer / MSBI Developer**

**Description:** As a Senior Power BI Developer at Netrix Global USA, I specialize in data cleansing, transformation, and visualization using Power BI Desktop Editor. Leveraging expertise in SQL reporting and development, I create interactive reports and dashboards to meet business requirements. Additionally, I manage Power BI service configurations, including gateway setup and refresh scheduling, while ensuring data security and access control. With hands-on experience in DAX expressions and various data sources integration, I deliver efficient data analysis solutions and enhance decision-making processes.

**Responsibilities:**

* Expertise in Data Cleansing using **Power Query** in Power BI Desktop Editor.
* Worked on all type of transformations those are available in power bi query editor.
* Wrote DAX expressions to create new measures, calculations per business requirements.
* Effectively used data blending, filters, actions, and hierarchies feature in Power BI.
* Published the developed dashboard, reports on the Power BI Services so that the end-users can view the data.
* Participated in the configuration of an on-premises Power BI gateway to refresh datasets of Power BI reports and dashboards.
* Hands-on expertise in SQL reporting, development, analytics, or BI.
* Created **Tables, Views, SQL joins** and defined roles and privileges to implement business rules and control access to databases.
* Scheduled Automatic refresh and scheduling refresh in power bi service.
* Wrote standard & complex **T-SQL Queries** to perform data validation and graph validation to make sure test results matched back to expected results based on business requirements.
* Wrote complex SQL queries in database Access and created various **joins (inner, outer joins**) to fetch the desired output for **Data Analysis**.
* Used various sources to pull data into Power BI such as SQL Server, excel, cloud, SQL Azure, etc.
* Created **Power BI Visualizations** and **Dashboards** as per the requirements
* Wrote **DAX Expressions, Power Query, Functions** in Power BI.
* Used **DAX (Data Analysis Expressions) functions** for the creation of calculations and measures in the Tabular Models.
* Created effective reports using visualizations such as **Bar chart, Clustered Column Chart, Waterfall Chart, Gauge, Pie Chart, Tree map, kpi etc. in Power BI.**
* Designed and developed various complex reports such as **Drill down, Drill Through, Cross Tabbed using MS Reporting Services.**
* Strong experience on connecting various Data Sources in Power BI.
* Created various **data modeling in Power BI** and linking the tables using various dimensions.
* Developed and maintained multiple Power BI dashboards/reports and content packs.
* Wrote calculated columns, Measures query’s in power bi desktop to show good data analysis techniques.
* Used **Power BI Power Pivot** to develop data analysis prototype and used **Power View** and **Power Map** to visualize reports.
* Creating, maintaining the users, roles and granting privileges.
* Designed, developed reports and Dashboard Reports in Power BI Desktop and published to Power BI Web and working Power BI Pro.
* Solid experience in building interactive reports, dashboards, and/or integrating modeling results and have strong Data Visualization design skills and analytic background by using POWER BI
* Used Power BI tool to perform previously Excel done reporting to save time and energy.
* Worked on various types of DAX functions like Date and time functions, Time-intelligence functions, Filter functions, Information functions, Logical functions Math and Trig functions, Parent and Child functions, Statistical functions and text functions.
* Created graphical dashboards and reports in Power BI.
* Performed Row level Security to limit access to certain groups or individuals.
* Experience in configuring security, Organizational Content Packs, data Gateways, refresh schedules for Power BI service.
* Installation of Power BI desktop, version upgradation and patches installation in client computers
* Conducted data wrangling activities using tools like pandas library to clean, transform, and reshape raw data, ensuring data integrity and accuracy.
* Designing data profiles and conducting exploratory data analysis (EDA) using Python libraries, generating various graphs and charts to identify patterns, trends, and anomalies in the data.

**Verizon, Irving, TX Feb 2019 – Feb 2021**

**Power BI Developer**

**Description:** As a Senior Power BI Developer at Verizon USA, I am responsible for designing, developing, and maintaining BI applications and information systems. I specialize in data analysis, ETL development using SSIS, data modeling in SSAS, and report development in SSRS. Leveraging advanced SQL Server tools, I ensure data consistency, optimize performance, and implement row-level security. With expertise in Power BI, Tableau, and report automation, I drive efficient data visualization and reporting solutions for various financial and real estate teams.

**Responsibilities:**

* Involved in design, development, data analysis, identifying and gathering business requirements, user testing and maintenance of BI applications and information systems including database management systems MS SQL Server.
* Designed and developed Data models to connect all the incoming/onboarded funds.
* Developed and executed ETL Packages using SQL Server Agent/SSIS to migrate the incoming transactional data from various systems into the Data Warehouse.
* Maintain/check for data consistency in Cascade suite.
* Create SSRS reports and upload them into Cascade to be previewed by the fund accountants.
* Convert Microsoft Access Databases to SQL server databases for Trade Capture Application.
* Extensive use of GIT for code check-in and Confluence for documenting the workflow process.
* Extensive data modeling in SSAS to create cubes for efficient reporting.
* Extract data from Various internal API’s/Databases into Power BI and create data models to be used by different financial teams.
* Setup Data gateways for on premises data servers Implement row level security to keep report access to specific users in the organization.
* Setup Power BI report server which can be used for paginated (existing SSRS reports) and new PBI reports.
* Develop Data models for the real estate team for efficient data visualization in Power BI.
* Implemented Power BI gateway to keep Dashboards and reports up to date with on-premises data
* Handled Performance Tuning and Optimization in SSIS and MDX, with strong analytical and troubleshooting skills for quick issue resolution in large-scale production environments located globally.
* Involved in creation/review of functional requirement specifications and supporting documents for business systems, experience in database design process and data modeling process.
* Created Data-driven Packages in SSIS 2012 as part of automating the process for the Referral Process.
* Developed free-form reports using reports using MS-SSRS tool for consulting multiple reports into single reports delivered in .pdf format to the power users.
* Developed parameterized reports, drill down, drill through reports, sub reports as per the report specifications and functionality.
* Worked on SSIS (DTS, DTSX) packages for Data Integration Services. Used SSIS to produce a Data Mart for reporting.
* Extensively used System variables and created User-Defined variables for SSIS packages.
* Implemented SSIS data, created maintenance procedures and provided data integrity strategies.
* Developed custom reports and developed them on server using SQL Server Reporting Services (SSRS). Generated periodic reports based on the statistical analysis of the data using SQL Server Reporting Services (SSRS).
* Defined report layouts including report parameters and wrote queries for drill down reports using SSRS.
* Implemented complex query techniques of passing multi-Valued parameters and cascading parameters in MDX.
* Created reports using stored procedure and experience in building reports on Analysis Services cubes (SSAS).
* Worked with Report Builder 2.0, Report Models and Ad Hoc reports and worked with Tableau desktop, Tableau server and Tableau reader in various versions of Tableau.
* Managing the Report Server contents with Admin privileges and Report Manager for Subscriptions, Snapshots and Security Content on the reports.

**Environment: T-SQL, BIDS, SSIS, SSRS. SSAS, OLAP, XML, SharePoint, Agile, Visual Studio 2010, .Net Framework 3.5,Power pivot, T-SQL, Power BI, MS TFS, JIRA**

**Softvan, Ahmedabad, India July 2016 – Dec 2018**

**Power BI Developer**

**Description:** As a Power BI Developer at Softvan India, I gather report requirements and deliver solutions using Power BI and SQL. I create effective visualizations and dashboards, optimizing queries for database performance. Additionally, I handle database backup and deployment, contribute to testing and documentation, and actively participate in resolving business issues and data challenges. My expertise includes designing schemas, creating reports, and utilizing formula languages like DAX to provide actionable insights and analytics through Power BI.

**Responsibilities:**

* Gathered report requirements and determined the best solution to provide the results in either a Reporting Services report or Power BI.
* Installed and configured Power BI Desktop.
* Created Power BI Visualizations and Dashboards as per the requirements.
* Created effective reports using visualizations such as Bar chart, Clustered Column Chart, Waterfall Chart, Gauge, Pie Chart, Tree map etc. in Power BI.
* Writing complex SQL Queries, Stored Procedures, Triggers, Views, Cursors and User Defined Functions to implement the business logic.
* Optimized queries by looking at Execution Plan for better tuning of the database.
* Used Temp Tables to reduce the number of rows for joins, to aggregate data from different sources for different reports.
* Performed database backup and deployment to the production server.
* Created detailed Technical documentation of various staging area operations for future reference and guidance.
* Involved in Normalization and Denormalization of existing tables for faster query retrieval
* Involved in SIT (System Integration Testing) and UAT testing, bug fixing and documentation for the project.
* Designed STAR, SNOWFLAKE Schemas.
* Participated in the daily standup with business teams to resolve the business issues and Data challenges.
* Hands-on experience in the design, development of end user applications for the data presentation and analytics, including scorecards, dashboards, reports, monitors, and graphic presentation (Information Visualization & Analysis) using POWER BI.
* Experience using formula languages such as Data Analysis Expressions (DAX).
* Create reports in Power BI Desktop and Service utilizing the connectors and content pack.
* Expertise in creating reports from importing, Direct Query and Live data from several data sources.
* Expertise in data transformations such as adding calculated columns, managing relationships, creating different measures, remove rows, replace values, split column, Date & Time Column, etc.
* Configure data intake using Query and its formula language, ‘M’.
* Created different reports in Power BI Desktop and published them to Power BI online.
* Skilled at querying relational databases (SQL) and ability to pull data from various sources.
* Imported data from different data sources to create Power BI reports and dashboards.
* Utilized Power BI (Power View) to create various analytics dashboards that depict critical KPI along with slicers and dicers enabling end -user make filters.
* Created reports like Drill-Down, Drill-Through, Chart, Sub Reports Bar charts, Line charts, Pie charts, etc.
* Working extensively building Power BI Dashboards with quick insights into KPIs and Advance analysis actions, Calculations, Parameters, Maps and Scatter plots, heat maps, setting alerts.

**Environment: Oracle 11g, MS SQL Server 2016/2014, Power BI Desktop, Power BI Service, Data Gateway, DAX, T SQL, SQL, MS Excel**,**Microsoft Power BI, SQL Server, Excel, MS Visual Studio**

**Education: MS in Management InformationSystems – UHCL 2020**