***Rami Reddy***

***Sr. Power BI Developer / MS SQL BI Developer******Phone: 813-377-3399 / Email: Sam@cliqsys.com***

**SUMMARY:**

* 10+ years of experience in IT as Sr. Microsoft Business Intelligence Developer, working in various domains such as Telecom, Finance, Retail and Insurance using MS SQL Server 2017/2016/2014/2012/2008R2/2008SQL Server Integration, Reporting & Analysis Services.
* Extensive experience in PowerBI Desktop, PowerBI Service, PowerBI Pro, PowerBI Premium.
* Extensive experience in Azure Cloud, Azure Data Lake Storage, Azure Data Factory, Azure Analytical Services, Azure Blob Storage, Azure Analysis Services, Azure Synapse, Apache Spark, Python, Data bricks.
* Experienced in software development life cycle in all phases.
* Developed complex reports, visualizations, dashboards & supported the existing reports using SQL Server Reporting Services (SSRS) & Power BI based on the end user requirements.
* Designed, developed & implemented reporting & dashboard solutions using SSRS and Power BI.
* Performed data modelling using Power Query in Power BI.
* Good knowledge in M query language to process data in Power BI Editor.
* Building & deploying complex, scalable SSIS packages for ETL & data processing from multiple source systems.
* Expertise in Power BI, Power BI Pro, & Power BI Mobile.
* Experienced in installing & configuring gateways in Power BI Service.
* Experienced in implementing Row-Level Security in Power BI. Additionally, worked on Power BI licensing & admin portal.
* Well versed in calculated columns, tables, & measures in Power BI desktop.
* Good knowledge on all types of transformations available in Power BI query editor & DAX functions.
* Experienced in client requirement analysis, Physical and Logical design & development (using normalization and SQL Server Enterprise Manager).
* Experienced in resource planning, coding, debugging, testing, deployment, support and maintenance of business applications using MS SQL Server 2008/2012/2014/2016/2017, SQL Server Integrated System, SQL Server Analysis Services and SQL Server Reporting Services.
* Expertise in TSQL, creating and using Stored Procedures, Views, User Defined Functions, implementing Business Intelligence solutions using MS SQL Server 2008/2012/2014/2016/2017.
* Experienced in building, publishing customized interactive reports and dashboards, report scheduling using Tableau server.
* Experienced in Developing Tableau visualizations and dashboards using Tableau Desktop.
* Experienced in defining queries, generating drill-down report in Crystal Reports.
* Experience in using various sources to pull data into Power BI such as Oracle, SQL Server, Teradata, SQL Azure, and etc.
* Experience in working with SSAS in creating cubes, data source views, named queries, dimensions and deploying of analysis services projects.
* Adept in creating Ad-hoc, Cross-Tab, Drill-down and Sub-Report using RDL.
* Experienced in creating many complex SSIS packages with complicated transformations.
* Experienced in creating Jobs, Alerts, SQL Mail Agent, Scheduling packages.
* Expertise in writing complex DAX functions in Power BI
* Experience in Microsoft Azure Cloud Computing
* Delivered BI reporting solutions in Power BI, Reporting Services (SSRS), and Tableau
* Very proficient in working with large Databases - DB2, Oracle, Teradata
* Hand on experience in developing & deploying Cubes using SQL Server Analysis Services involving multidimensional data.
* Experienced in building Tabular Model Cube from Scratch in Databases with different Measures and Dimensions.
* Experience in creating paginated reports using PowerBI Report Builder, and in creating a Drill-through to paginated report from PowerBI report by using dynamic measures.
* Experience in performing PowerBI operations using PowerShell
* Experience in setup and manage PowerBI premium capacities using PowerBI Admin Portal capacity settings.
* Experienced in creating and managing workspaces using PowerBI Admin Portal workspaces and Tenant Settings.
* Experience in creating PowerApps and in embedding PowerBI reports into salesforce.
* Experience in generating graphs and reports using ggplot2 package in R-Studio for analytical models.
* Extensively worked with Azure Blob Storage by loading data into it & connecting to it in Power BI to create reports.
* Refined complex data from multiple Azure sources like Azure SQL database, Azure HD Insights & Azure Blob Storage & used it to create effective dashboards in Power BI.
* Extracted & transformed data from huge Azure Data lakes & used that data back in SSRS & Power BI to create wide variety of reports.
* Strong development skills with Azure Data Lake, Azure Data Factory, Azure Storage Explorer and Azure Databricks
* Experience with Azure transformation projects and Azure architecture decision making Architect and implement ETL and data movement solutions using Azure Data Factory(ADF), SSIS
* Experience in Developing Spark applications using Spark - SQL in Databricks for data extraction, transformation and aggregation from multiple file formats for analyzing & transforming the data to uncover insights into the customer usage patterns.
* Experienced on data pre-processing and cleaning the data to perform feature engineering and performed data imputation techniques for the missing values in the dataset using Python.

**SKILLS:**

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| --- | --- |
| **Operating Systems** | Windows, Linux, Unix |
| **Languages** | C, Python, UML, Visual C++ 6.0, VB 6.0, C#.Net, VB.Net, T-SQL, PL/SQL, TSQL, U-SQL, SQL profiler. R programming and Java EE. |
| **Data Warehousing & BI**  | SQL Server Business Intelligence Studio (SSIS, SSRS, SSAS, DTS), Power BI, PowerBI Service, PowerApps, PowerBI Premium, PowerBI Desktop, PowerBI Pro, Power BI Report Builder, SQL Server Mobile Report Publisher, SAP BI 7.4. |
| **Database** | MS SQL Server 2017/2016/2014/2012/2008R2/2008, Oracle 10g/9i/8i, MYSQL, IBM DB2 and MongoDB |
| **Reporting Tools** | SSRS 2012/2008, Crystal Reports XI/X/9/8, Power BI, Excel, Qlikview and Tableau |
| **Web Services** | SOAP 1.2 and REST 2.0 |
| **Web Technologies** | HTML, XML, JavaScript, Angular JS, PHP, Shell Scripting, jQuery |
| **Methodologies** | Agile, waterfall and Scrum. |
| **Tools**  | Teradata, Jupyter, Eclipse 4.2, SAS, UML Rational Rose, Visio, MS Word, MS Excel, MS Access and MS Project |
| **Web/Application Servers** | IBM Web Sphere 6.1, JBoss 3.2.x, Apache Tomcat 6.0, Microsoft IIS 6.0 |
| **Apache** | Spark, PySpark, Scala |
| **Cloud Environments** | Microsoft Flow / Power Automate, Azure, AWS and Google Cloud. |
| **Microsoft Azure** | Azure Data Factory (ADF), Azure Databricks, Azure Data Lake Storage (ADLS), Azure Data Lake Analytics (ADLA), |

**PROJECT SUMMARY:**

**Client: Rubicon, Atlanta, GA.**

**Duration: December 2021 – Till Date**

**Role: Sr. Power BI Developer / MS SQL BI Developer**

**Responsibilities:**

* Involved in Analysis, Planning and Defining data based on business requirements and provided documentation.
* Designed **Power BI** data visualization utilizing cross tabs, maps, scatter plots, pie, bar and density charts.
* Utilized Power Query in **Power BI** to Pivot and Un-Pivot the data model for data cleansing.
* Provided continued maintenance and development of bug fixes for the existing and new **Power BI Reports.**
* Experienced in **embedding PowerBI** reports into salesforce and web page using **PowerBI URL** parameters.
* Using **Git Integration** and deployment pipelines to manage full application lifecycles in development, testing, and production workspaces.
* Extensively worked in adding **PowerBI** reports to **GitHub** projects.
* Experienced in creating custom visuals in **PowerBI** using D3.js, R, and Python
* Developed **Power BI reports and Dashboards** from multiple data sources
* Experienced in managing **organization visuals** and **Embed Codes** in **PowerBI Admin Portal**.
* Created **Drill Down** Reports, **Drill Through** Report by Region.
* Created **workspace** and **content packs** for business users to view the developed reports.
* Experienced in setup and manage **Power BI Premium** capacities using **PowerBI Admin Portal** capacity settings.
* Experienced in creating and managing **workspaces** using **PowerBI Admin Portal workspaces** and **Tenant Settings**.
* Implemented several **DAX** functions for various fact calculations for efficient data visualization in **Power BI**.
* Utilized **Power BI gateway** to keep dashboards and reports up to-date with on premise data sources.
* Experienced in managing **users**, **admins**, and **groups** in the **office 365 admin center**.
* Experienced in creating and managing **PowerBI data gateways** using **Power Platform admin center**
* Experienced in creating **paginated** reports using **PowerBI Report Builder** and in migrating **SSRS, Tableau** and **Cognos** reports to **PowerBI.**
* Experienced in building custom apps using **Power Apps** as per the business needs
* Performed statistical analyses in **R**, and developed custom visuals in PowerBI using **R**
* Experienced with **Snowflake data warehouse**, and in processing incoming raw data (like JSON files) into consumable tables for analysis.
* Experienced in loading data from various formats including traditional compressed CSVs to semi-structured data such as JSON/XML from Cloud storages like S3 or Azure in **Snowflake**.
* Created **Complex ETL Packages** using **SSIS** to extract data from staging tables to partitioned tables with incremental load.
* Designed and normalized the databases, have written **T-SQL** Queries and created different objects like Tables, **Views, Stored Procedures, User defined functions** and Indexes.
* Implemented **Event Handlers** and **Error Handling** in **SSIS** packages and notified process results to various user communities.
* Architect and implement ETL and data movement solutions using **Azure Data Factory** & **SSIS**
* Implemented **Copy activity**, Custom Azure Data Factory Pipeline Activities for On-cloud ETL processing.
* Created Pipelines in Azure Data Factory using **Linked Services, Datasets, Pipeline** to Extract, Transform and load data from different sources like **Azure SQL**, **Blob storage and Azure SQL Data warehouse**.
* Experienced in creating **Event-based** triggers in Azure Data Factory, and in setting up **Self-hosted** Integration runtime in Azure Data Factory to connect On-Premises SQL Server
* Created data integration and technical solutions for **Azure Data Lake Analytics**, **Azure Data Lake Storage**, **Azure Data Factory**, **Azure SQL databases** and **Azure SQL Data Warehouse** for providing analytics and reports for improving marketing strategies.
* Used various **Spark Transformations** and **Actions** for cleansing the input data.
* Implemented Spark using **Scala** and **Spark SQL** for faster testing and processing of data.
* Responsible in performing **sort, join, aggregations, filter**, and other transformations on the datasets using Spark.
* Experience in extracting appropriate features from data sets in order to handle **bad, null, partial records** using **Spark SQL**.
* Analyzed the **SQL** Scripts and designed the solution to implement using **PySpark**
* Created, provisioned different **Databricks** clusters, notebooks, jobs and auto-scaling.
* Implemented **Spark** using Scala and **Spark SQL** for faster testing and processing of data.
* Data sources are extracted, transformed and loaded to generate CSV data files with **Python** programming and **SQL** queries.
* Worked on data pre-processing and cleaning the data to perform feature engineering and performed data imputation techniques for the missing values in the dataset using **Python.**
* Used **Copy Activity** in Azure Data Factory to copy data among data stores located on-premises and in the cloud.

**Environment:** MS SQL Server 2017/2016/2014, SQL Server Management Studio, Business intelligence development studio (BIDS), SQL Server Integration Services(SSIS), SQL Server Analysis Service(SSAS), Snowflake, Power BI Desktop, PowerBI Service, PowerBI Pro, PowerBI Premium, PowerApps, PowerBI Report Builder, DAX, PowerBI Admin, PowerBI Mobile, Tableau Desktop, Tableau Prep, Tableau server, Jupyter, T-SQL, Visual Studio 2017, Azure Data Lake Storage, Azure Data Lake Analytics, Azure Data Factory, U-SQL, Python, R, R Studio, Apache Spark, Scala, Azure Databricks, MS Excel.

**Client:** **Solisystems, Allen, TX**

**Duration: June, 2019 – November, 2021**

**Role: Sr. MSBI/Azure/Power BI Developer**

**Responsibilities:**

* Translated business requirements into data analysis, data sources and reporting solutions as per business requirement.
* Developed **Stored Procedures**, **Triggers**, and **SQL scripts** for performing automation tasks
* Created complex **SSAS cubes** with multiple data partitions to selectively refresh smaller subsets of data to save on processing time in terms of heavy transactional data.
* Involved in designing and developing **Tabular models**.
* Developed **Tabular models** with row level security and integrated that to **Power pivots** and **Power Views**.
* Designed **Tabular models** to hold data which can be easily used for generating power views
* Developed **Tabular model** and generates **Power BI dashboards** on top of that.
* Created business critical **KPIs** using **SSAS** representing aggregations in several ways - hierarchically and using custom groupings that the company will use to analyze performance.
* Created and deployed cubes in **star and snowflake schema**. Performed and worked with dimensions, measures, **MDX** queries
* Designed **Power BI** data visualization utilizing cross tabs, maps, scatter plots, pie, bar and density charts. Scheduled Automatic refresh and scheduling refresh in **Power BI** service
* Expertise in writing complex **DAX** functions in Power BI
* Developed **Power BI reports and dashboards** from multiple data sources
* Experienced in building custom apps using **Power Apps** as per the business needs
* Provided continued maintenance and development of bug fixes for the existing and new

**Power BI** Reports. Experienced in managing user access to **workspaces** in **PowerBI**

* Created **Drill Down** Reports, **Drill Through** Report by Region.
* Wrote calculated columns, Measures query’s in **Power BI desktop** to show good data analysis techniques. Expertise in **Power BI, Power BI Pro, Power BI Mobile**.
* Created Azure Data Storage accounts within the **ADF** (Azure Data Factory) for storing the big data inside the cloud.
* Configured **Azure SQL database** with **Azure storage Explorer** and with **SQL server**
* Create **linked services** to connect to **Azure Storage**, and **on-premises SQL Server**
* Designed and implemented database solutions in **Azure SQL Data Warehouse** and **Azure SQL**
* Performed and fine-tuned **Stored Procedures** and **SQL Queries** and **User Defined Functions**
* Created **SQL Server jobs** and scheduled them to load data periodically using SQL server Agent.
* Developed **ETL** Packages using SQL Server 2014 Integration services (**SSIS**) to populate data from different sources like flat files/CSV Files to the staging databases. The packages created included a variety of transformations like **Look up, Aggregate, Derived column, Conditional split, Multicast, Execute SQL Task, Term Extraction, Data Conversion** etc**.**

**Environment:** MS SQL Server 2017/2016, SQL Server Management Studio, Business intelligence development studio (BIDS), SQL Server Integration Services (SSIS), SQL Server Analysis Service(SSAS), PowerBI Desktop, PowerBI Service, Power BI Pro, Power BI Mobile**,** DAX, Tableau, T-SQL, Azure Data Lake Storage, Azure Data Lake Analytics, Azure Data Factory, Visual Studio 2017, Microsoft Azure, MS Access, MS Excel.

**Client: Zion Bank, Salt Lake, UT**

**Duration: January, 2018– May, 2019**

**Role: Sr. Power BI Developer**

**Responsibilities:**

* Organized meetings to **gather business requirements** from business users.
* Designed the **logical model** with **Erwin** based on business requirements.
* Maintained data integrity with the creation of constraints &**DML triggers**.
* Designed & developed **ETL jobs** or extracts to pull the data from multiple sources required for the **Visualizations.**
* Tuned **ETL code & reports** to the optimum performance possible.
* Created **tables, stored procedures, views, indexes, Triggers, Constraint, temporary tables & user-defined data types & functions using T-SQL.**
* **Designed & deployed SSAS multi-dimension cubes** used in analytic research & report generation.
* Created a multitude of reports using **Power BI desktop** with a variety of visuals such as charts, tables, slicers, gauges.
* Wrote **DAX expressions** to create new measures, calculations per business requirements.
* Implemented row-level security & groups to restrict data access in **Power BI reports**.
* Well versed in building & deploying reports/dashboards using **SSRS and Power BI**.
* Integrated custom visuals based on business requirements in **Power BI Desktop**.
* Utilized **Power BI gateways** to configure data refresh of **Power BI data models**.
* **Optimized reports with modifications** to embedded queries and/or stored procedures.
* **Generated on-demand & scheduled reports with SSRS** for business analyses & managerial decisions.
* Utilized the **PBI interface** to organize reports, data sources, schedule report executions, & track report history.
* Collaborated with other team members utilizing **TFS**.
* Conducted **JRD meetings** to gather business requirements from business users & SMEs.
* Conceptualized & designed data marts involving bottom-up approach &**star schema.**
* **Designed & optimized complex stored procedures** to perform **data profiling & auditing** in the pre-staging database.
* **Formulated stored procedures to perform index maintenance & data profiling** for loading data marts & generating report datasets.
* Created stored procedures & functions to implement the business logic for interfacing with parameterized reports.
* Defined data sources & data source views **for OLAP cubes** utilizing **SSAS.**
* Utilized **SSRS & Power BI** to amplify data visualizations with interactive sharing, collaboration, & data management.
* Created complex measures, calculated columns, calculated tables using **Data Analysis Expressions (DAX).**
* Configured parameters & functions to extract data from **Web APIs within Power BI reports**.
* Implemented data blending, groups, calculated fields, & aggregated fields to analyze data in **Power BI.**
* Utilized **Power BI gateways** to configure data refresh of Power BI data models.
* Created Pipelines in **Azure Data Factory (ADF)** using Linked Services/Datasets/Pipeline/ to Extract, Transform, and load data from different sources like **Azure SQL, Blob storage, Azure SQL Data warehouse**, write-back tool and backwards.
* Developed **JSON Scripts** for deploying the Pipeline in **Azure Data Factory (ADF)** that process the data using the **Sql Activity.**
* Performed **troubleshooting of performance issues** that were associated with **Power BI reports**.
* Published sub, **drill-down, summary, & matrix reports in SSRS.**
* Prioritized & managed work items, tasks as per stack ranks on Team Foundation Server (TFS).

**Environment:** Power BI, DAX, Power Query, SQL Server 2019, SSDT, SSAS, SSRS, T-SQL, Erwin, MS Excel, TFS, DTA, SSMS, SQL Profiler, MS Azure.

**Client: Verizon, Irving, TX**

**Duration: January 2017 – December, 2017**

**Role: Business Intelligence Developer / Power BI Developer**

**Responsibilities:**

* Translated business requirements into data analysis, data sources and reporting solutions for different types of consumers.
* Transformed data from different data sources like **Oracle** and **DB2** to **SQL Server 2008 R2** using OLE DB connection providers by creating various **SSIS packages**.
* Used different transformations like **Conditional Split**, **Lookup**, **Merge Join**, **Aggregate**, **Fuzzy Grouping** etc. for creating many **SSIS** packages.
* Developed complex Stored **Procedures, Functions, Views, Cursors, Joins** and **Sub queries** with **T-SQL.**
* Experienced with **SSIS** in creating, loading, and modifying new packages or existing packages and add or configure components, making changes in object by using **Control Flow** Tools and **Data Flow** Tools and then validating them.
* Created Complex ETL Packages using **SSIS** to extract data from staging tables to partitioned tables with **incremental load**.
* Created complex **SSAS cubes** with multiple fact measures groups, and multiple dimension hierarchies based on the OLAP reporting needs
* Developed complex **SQL queries** using stored procedures, common table expressions (**CTE**s), temporary table to support Power BI and SSRS reports
* Designed cubes in **SSAS** environment using **Snowflake and Star Schemas**
* Experienced in building **Tabular Model** Cube from Scratch in Databases with different Measures and Dimensions.
* Built KPIs in tabular based on the end user requirements, worked on Performance of **SSAS tabular model cubes**.
* Built Measures in **tabular model** using **DAX** queries and created partitions in tabular model.
* Designed and created data extracts, supporting **SSRS, Power BI, Tableau** or other visualization tools reporting applications
* Developed custom calculated measures using **DAX** in **Power BI** to satisfy business needs
* Provided continued maintenance and development of bug fixes for the existing and new **Power BI Reports**
* Developed **Tableau** visualizations and dashboards using **Tableau Desktop**.
* Restricted data for particular users using **Row level security** and User filters.
* Developed **Tableau** workbooks from multiple data sources using Data Blending.
* Building, publishing customized interactive reports and dashboards, report scheduling using **Tableau server**.
* Implemented **Event Handlers** and **Error Handling** in SSIS packages and notified process results to various user communities.

**Environment:** MS SQL Server 2008 R2/2012/2014/2016, SQL Server Management Studio, Business intelligence development studio (BIDS), SQL Server Integration Services(SSIS), SQL Server Analysis Service(SSAS), SQL Server Reporting Services(SSRS), Oracle, Power BI Desktop, PowerBI Service, Azure, Tableau, T-SQL, Visual Studio 2012, Red Gate SQL Compare, Oracle,Teradata, MS Access, MS Excel, DB2.

**Client:**  **– T-Mobile, Dallas, TX**

**Duration: March 2016 – December, 2016**

**Role: MSBI Developer**

**Responsibilities:**

* Created complex stored procedures with **TSQL**
* creating reports from **OLAP** (online analytical processing) or SSAS (SQL Server Analytical Services)
* Created complex **Stored Procedures** for better performance to generate reports.
* Created and tuned **stored procedures**, **triggers** and **tables**.
* Created reports by extracting data from the data set using SQL server reporting services **SSRS**.
* Designed and deployed reports with **Drill Down**, **Drill Through** and drop down menu option and **parameterized** and **Linked** reports.
* Deployed and scheduled reports using **SSRS** to generate all daily, weekly, monthly and quarterly reports including current status.
* Designed **SSIS** packages to Extract data from different sources like SQL server 2008, MS Excel, MS Access; transform them and then load into Dimension and Fact tables in Data warehouse using **SSIS**.
* Used various **SSIS** data flow transformations, such as **Data Conversion**, **Conditional Split**, **Derived Column**, and **Lookup** which were used for Data Scrubbing and Data Validation Checks during staging, before loading the data into Data Warehouse.
* Developed **SSIS** packages using **for each loop** in Control Flow to process all excel files within folder, File System Task to move file into Archive after processing and **Execute SQL task** to insert transaction log data into the SQL table.
* Created and modified **Stored Procedures**, **Functions**, and **Indexes**
* Designed and developed **SSIS packages**, **Stored Procedures**, **Configuration Files**, **Tables**, **Views**, **Functions**, and implemented best practices to maintain optimal performance.
* Used **VB script** in script components for data transformations. .
* Created standard report subscription and data driven report subscriptions.
* Developed different kind of reports such as **Sub Reports**, **Charts**, **Matrix** reports, **Linked** reports.
* Worked with PerformancePoint dashboard designer to rollout dashboards.
* Worked on Data validations and data mapping.
* Developed reports for business end users using Report Builder with Updating Statistics

**Environment:** MS SQL Server 2008 R2, SQL Server Integration Service (SSIS), SQL Service Analysis Service (SSAS), SQL Server Reporting Service (SSRS), T-SQL, Visual Studio 2008, VB.net, MS Access, SQL Profiler, SharePoint server, windows XP, MS Excel.

**Client: Criticaltouch Infotech Services, Hyderabad, India**

**Duration: January, 2013 – February, 2016**

**Role: SQL Server Developer / ETL Analyst**

**Responsibilities:**

* Involved in the requirements analysis, design and development phase of Water Fall SDLC model.
* Migrated data from Heterogeneous Data Sources (Access, Excel) to centralized SQL Server database using SQL Server Integration Services (SSIS) to overcome transformation constraints.
* Create packages to validate, extract, transform and load data to a centralized SQL server using OLEDB providers from the existing primarily Excel data sources.
* Performed data cleansing by creating tables to eliminate dirty data using SSIS.
* Created SSIS package to Export and Import data from SQL Server to Access, Text and EXCEL files and configured SQL mail agent for sending mails upon package deployment.
* Involved in performing incremental loads while transferring data from OLTP to data warehouse using different data flow and control flow tasks in SSIS.
* Created dynamic reports using SSRS for the Windows category managers and rest of the customer base to view the reports at various desired levels, generated report models using report builder for the end users.
* Developed, tested and implemented Referential Integrity rules and regulations through constraints, triggers and views in the databases
* Developed User Defined Functions, indexes to generate the distinct data based on the type of the region, release and version of the data released.
* Improved Performance of the database by creating Clustered and non-clustered Indexes and by optimizing the T-SQL statements using SQL profiler.
* Worked on the Excel front end to formulate so as to collect the inputs from the Excel templates.

**Environment:** MS SQL Server 2008, SQL Server Integration Service (SSIS), SQL Service Analysis Service (SSAS), SQL Server Reporting Service (SSRS), T-SQL, Visual Studio 2008, VB.net, MS Access, SQL Profiler, windows XP, MS Excel