***Tirupathi Reddy***

***Lead Power BI Developer / Data Visualization Consultant***

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**SUMMARY:**

* 12+ years of experience in IT as Sr. Microsoft Business Intelligence Developer, working in various domains such as Health, Finance using MS SQL Server 2017/2016/2014/2012/2008R2/2008 SQL Server Integration, Reporting & Analysis Services.
* Extensive experience in Power BI Admin role for configuring, monitoring and provisioning organizational resources, experience in allocating Row Level Security on Power BI reports based on user roles and status, setting up appropriate workspace for different teams, monitoring correct functionality of data gateways for real time data updates, installation, maintenance and administration of Power BI reporting tools to query and analyze data retrieved from multiple sources including partner resources, Teradata views, and Power BI Desktop, Power BI Service, Power BI Pro, Power BI Premium, Alteryx and Python.
* 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.
* Transforming scorecards for BI, KPI scorecards and developing visual reports.
* 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.
* Extensive experience with property, casualty and commercial insurance.
* Design and implement semantic data consumption and translate business data analytics needs into data visualization using iterative and agile prototyping.
* Experience in handling large datasets from multiple sources for insurance claims, UW, insurance KPIs and KRAs, blend, manipulate and transform data according to business analytics needs and semantic data access requirements.
* 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 as also in preventing and supporting resolution of data quality issues.
* Good knowledge on all types of transformations available in Power BI query editor & DAX functions.
* Scheduled Dashboard refreshes and set up proactive notifications, used best practices to consolidate and aggregate data for Power BI reports and services for sharing and collaboration of Power BI reports and dashboards.
* Experienced in client requirement analysis, Physical and Logical design & development (using normalization and SQL Server Enterprise Manager).
* Experience in transforming and remodeling SSRS reports to Power BI Reports using requirement specification-based slicers, calculated columns and measures and statistical analysis-based visuals.
* 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.
* Made key contributions in Data Warehouse and Data Lake teams.
* Experience in Palantir foundry product and PySpark.
* Experience in using Microsoft Visual Studio 2019 and GitHub.
* Uploaded, updated and maintained Power BI report development, workspace, gateways, KPI data details and site access data on SharePoint site.
* 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.
* Extensive Tableau Experience in 2022.x, 2021.x, 2020.x, 2019.x, 2018.x, 10.x (Desktop, Server, Reader, Mobile) as a Developer and Analyst
* Mastered the ability to design and deploy rich Graphic visualizations with Drill Down and Drop-down menu option and Parameterized using Tableau.
* Extensive knowledge in various reporting objects like Facts, Attributes, Hierarchies, Transformations, filters, prompts, calculated fields, Sets, Groups, Parameters etc., in Tableau Desktop.
* End to end experience in designing and deploying data visualizations using Tableau.
* Hands on experience publishing of various kinds of interactive data visualizations, dashboards, and workbooks from Tableau Desktop to Tableau online & Tableau Servers, Web pages.
* Expert in creating Calculations (LODs, Creating/using Parameters, Table Calculations, Totals) and Formatting (Annotations, Layout Containers, Mark Labels, Mark Card Changes, Rich Text Formatting, Shared Encoding) using Tableau Desktop.
* Extensive experience on building dashboards in Tableau and involved in Performance Tuning of reports and resolving issues within Tableau Server and Reports.
* Published Tableau dashboard on Tableau Server or Tableau Online and embedded them into portal.
* Experienced in managing schedules and scheduling workbooks and activities on Tableau Server
* 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 Power BI Report Builder, and in creating a Drill-through to paginated report from Power BI report by using dynamic measures.
* Experience in performing Power BI operations using PowerShell
* Experience in setup and manage Power BI premium capacities using Power BI Admin Portal capacity settings.
* Experienced in creating and managing workspaces using Power BI Admin Portal workspaces and Tenant Settings.
* Experience in creating PowerApps and in embedding Power BI 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, Power BI Service, PowerApps, Power BI Premium, Power BI Desktop, Power BI Pro, Power BI Report Builder, SQL Server Mobile Report Publisher, SAP BI 7.4, Tableau (Desktop/server/mobile/public),Tableau desktop and server 2022.x, 2021.x/2020.x/2018.x/10.2.0/10.0/9.3,9.0 |
| **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, Qlik view 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: LTIMindtree, Tampa, FL**

**Duration: June 2024-Present**

**Role: Lead Power BI Developer / Data Visualization Consultant**

**Responsibilities:**

* Created a multitude of reports and dashboards, external plugins info river and GEO maps with Power BI. Excellent hands-on experience in groups, hierarchies, and measures, KPIs, well versed in creating DAX (Data Analysis Expressions) functions in creating Power BI dashboards reports. Created various dashboards in Power BI desktop using table, matrix, bar, card, gauge, and slicer visualizations.
* Intensive development of views and dashboards using Power BI analytical tool, including rate of fraud, fraud clause of bank, default rate, performance of credit/loan given, etc
* Developed the reports by combining different source ﬁles in database structure from UAT database source and QA data source
* Extensively applied sum and count distinct functions
* Engaged in BI workﬂows from importing data source to data mapping process, and then to the design stage, and ﬁnally to dashboard building process
* Implemented Power BI functions including views, interactive dashboards, action ﬁlters, parameters, and calculated ﬁelds when designing KPI reports
* Executed type conversion functions in Power BI connected relational data sources
* Deployed the reports to the QA server after managers conﬁrmed the accuracy of demo's contents, formats and coloring, Applying the active users and open cases ﬁlters before publishing.
* Worked on all types of transformations that are available in Power bi query editor.
* Created stored procedures and SQL queries to pull data into power pivot model.
* Deploy and Configure Power BI dataset for Sales and Finance team, implement incremental refresh on Power BI dataset.
* Oversaw all aspects of the supply chain, including procurement, inventory management, demand planning, logistics, and distribution.
* Designing and Developing the Dashboard Reports in Power BI using DAX.
* Performed DAX (Data Analysis Expressions) & MDX functions for the creation of calculations and measures in the Tabular Mode & multi-dimensional Cubes.
* Built a Tabular Model cube from scratch data and by MDX and DAX queries fetched data to SSRS and Power BI reports.
* Created Calculated Columns and Measures in Power BI and Excel depending on the requirement using DAX queries.
* Used control flow tasks such as for Loop Container, For-Each Loop Container, Sequential Container, Execute Tasks, Email task, and different Data Flow Tasks.
* Implemented Copy activity, Custom Azure Data Factory Pipeline Activities
* Primarily involved in Data Migration using SQL, SQL Azure, Azure storage, and Azure Data Factory, SSIS, PowerShell and Kimball Methodology.
* Designed and Developed ETL Frame that extract, transform, Audit and load data in Azure SQL Datawarehouse and Data Dimensional Modelling.
* Performed database backup and deployment to the production server.
* Extensively involved in Designing and Developing ETL Processes data from external sources like Azure blob Storage, Azure Data Lake Gen2 and ORC/Parquet/Text Files into Azure SQL Data Warehouse (Azure Synapse).
* Created Workspace and Apps in Power BI and giving access to End-users to Apps.
* Configured Gateway in the Power BI service and Implemented Data security (Row-level security) on Dataset and Reports in Power BI. Worked on Power BI, Power Pivot and Power View to visualize reports.
* Developed Power BI reports and dashboards for multiple data sources using data blending.
* Written calculated columns, DAX, MDX, Measures queries in power bi desktop to show good data analysis techniques.
* Developed the reports in Power BI desktop, publish the report and pinned dashboards in the Power BI Service
* Performed tune to optimize SQL queries using SQL Profiler and Query Analyzer.
* Worked on Creating, Modifying and updating the Views and Functions.
* Used SQL Seach and SQL Prompt tools.
* Modified the existing stored procedures to get the new functionality depending on the client requirement
* Written Calculated Columns, Measures, and Queries in Power BI desktop and also Tabular model to show good data analysis techniques.
* Worked on creating Power BI Dashboards using tabular model.
* Created and Deployed reports using SSRS and configuring the SQL Server Reporting Server.
* Used Power Query to acquire data and Power BI desktop for designing rich visuals
* Extensive Dashboard design using Power BI
* Developed a Canvas Power Applications and Workflows using Power Automation.
* Publishing Power BI Desktop reports created in Report view to the Power BI service.

**Environment:** Microsoft Power BI, Power Query, Power BI Service, DAX, Microsoft Azure, ADF, Azure Data Factory, Azure Cloud, Azure SQL Database, Informatica Power Center, Azure Data Lake, Azure BlobWindows server, SQL Profiler, SQL Query Analyzer, SQL Search, SQL Server 2012/2016, Oracle Exadata, SQL, PL-SQL, Java Script, Share Point, Microsoft TFS, SSRS, T-SQL, Windows 7, MS Word, MS Excel, C#, Visio, Jira, SQL Profiler.

**Client: Centene Corporation, Tampa, FL**

**Duration: May 2016-May 2024**

**Role: Power BI Lead Developer / Tableau**

**Project Description:**

Centene is an insurance company that provides managed care services through Medicaid, Medicare Advantage and Medicare Prescription Drug plans for more than 30 million members across the country.

**Responsibilities:**

* Gather requirements from the business users at ELT and Operational level.
* Understanding enrollment, claims, authorizations, Call center and pharmacy data (Health Care overall)
* Understanding the data warehouse, where the data exists, what is the source for the data.
* Extracting data from multiple data sources (Oracle, Greenplum, MSSQL) by using SSIS as ETL tool to load data into reporting server (SQL Server)
* Loaded Flat files coming from external vendors using SSIS into MSSQL server.
* Structuring the data in way to support the business requirement.
* Create Tables and views in SQL server by aggregating the data.
* Developed Executive Operational reports in Power BI
* Experience in creating applications in Power App
* Implemented several DAX functions for various fact calculations for efficient data visualization in Power BI.
* Created many calculated columns and measures using DAX in Power BI based on report requirements.
* Worked on Integration projects Using APIs.
* Handful experience in REST API, SOAP API using C# scripting.
* Integrated external data into SQL Databases using REST API.
* Experience in connecting to different sources of data like SharePoint, External systems, Excel source, SQL DBs, Azure DBs etc.
* Convert Excel and SSRS reports into Tableau reports.
* Converted SSRS reports into Microsoft PowerBI as POC
* Developed Operational KPI report supporting 48 metrics which is used enterprise wide to report the metrics to Executive leaders.
* Developed various operational reports to support different departments for making key decisions, looking at the performance of supervisors and decide the SLA’s.
* Created Tableau scorecards, dashboards using stack bars, bar graphs, scattered plots, geographical maps, Gantt charts using show me functionality.
* Analyzing, designing and building business intelligence solutions using SSIS and databases technologies Oracle, SQL Server, Greenplum.
* Develops ad-hoc reports to conduct data analysis and validation.
* Developed User specific Reports.
* Developed PowerBI reports for Pharmacy.
* Collects, analyzes, and shares data to help business teams drive improvement in key business metrics, customer experience, and business results.
* Involve in technical support on data warehouse teams on data quality, data organization, metadata, and data lineage.
* Develop complex tableau reports using parameters, sets, groups, Actions and customized calculated fields.
* Extensively used advance chart visualizations in Tableau like Dual Axis, Box Plots, Bullet Graphs, Tree maps, Bubble Charts, Motion Charts, Waterfall charts, funnel charts etc., to assist business users in solving complex problems.
* Creating data blending while designing a dashboard reading data from different datasets.
* Develop highly interactive Data visualization tableau reports using multiple data sources and custom SQL queries.
* Designs, develops and tests BI solutions such as databases, data warehouses, queries and views, reports, and dashboards. Performs data conversions, imports, and exports of data within and between internal and external software systems.
* Merges BI platforms with production enterprise systems and applications.
* Worked extensively with Advance analysis Actions, Drill-Down Analysis, Calculations, Parameters, Background images, Maps, Trend Lines, Statistics, and Log Axes. Groups, hierarchies, Sets to create detail level summary report and Dashboard using KPI’s
* Develop formatted, complex reusable formula reports and reports with advanced features such as conditional formatting, built-in/custom functions usage, multiple grouping reports in Tableau.
* Confers with area/department to analyze current operational procedures and trends and identify problems.
* Involved in administration tasks such as Setting permissions, managing ownerships and providing access to the users and adding them to the specific group.
* Subscribed tableau reports to business users and helping the users to understand the functionality of subscription.
* Created actions in worksheets and dashboards for interactivity and to compare data against different views.
* Created and managed tableau server groups and permissions.
* Published reports/dashboards on Tableau server & embedded Tableau views in other web applications like SharePoint, Intranet pages.
* Experience in working as a Lead for multiple projects by guiding the team to meet the SLAs
* Designed and developed WebFOCUS BI Portals/Dashboards /Reports and Models.
* Designed & deployed SSAS multi-dimension cubes used in analytic research & report generation, e.g. Employee Touch Activity Cube Refresh, Employee Call Activity Cube Refresh, Client Snapshot Ownership and Placements Cube Refresh, Analysis Cube Refresh, Budget Cube Refresh, Insurance Cube Refresh, Daily Referral Cube Refresh, Daily Transaction Cube Refresh, Monthly Transaction Cube Refresh, ME Cube Refresh, BPG MOR Cube Refresh, Work Activity Cube Refresh, Cube Report Month Rank Refresh, Placed, Closed and Active Cube Refresh, CPA Transaction Cube Refresh, CSO Physician Cube Trigger and Refresh.
* 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 Service Central for Changed Task Requests.
* 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.
* 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.
* Reviewed and optimized SQL queries and edited inner, left, and right joins in Tableau Desktop by connecting live/dynamic and static datasets.
* Created Context filters on the existing filters and Tableau data extract to publish it in server by optimizing it to reduce the report rendering time.
* Validated the reports before publishing reports to Tableau server, troubleshoot Tableau reports, dashboards, etc
* Involved in creating and developing reports and dashboards using Tableau Desktop 10.5
* Involved in creating data visualizations like Bar charts, cross tab, Tree Maps, Line charts, Scatter plot, Mapping Visualization etc with Tableau desktop 2022.3 / 2021.2.
* Led the migration process of Tableau reports and dashboards to AWS cloud infrastructure, ensuring seamless transition and optimal performance for end users.
* Collaborated with AWS experts to architect and implement a robust cloud-based Tableau environment, leveraging AWS services such as Amazon Redshift for data storage and Amazon EC2 instances for Tableau Server deployment.
* Conducted performance testing after migration to ensure that Tableau reports and dashboards maintain their responsiveness and speed in the AWS cloud environment.
* Utilized AWS monitoring and analytics tools to track the performance of Tableau Server, identifying and addressing any issues to ensure continuous availability and reliability.
* Optimized Tableau data extracts and queries for cloud-based data sources, taking advantage of AWS's scalability and data processing capabilities.
* Implemented data refresh scheduling using AWS automation tools, ensuring that Tableau data extracts are updated at the appropriate intervals.
* Leveraged AWS integrations to enhance Tableau reports, such as embedding interactive Tableau visualizations within Amazon QuickSight dashboards
* Prepared and analyzed data from multiple sources utilizing Alteryx to blend and automate data for reporting based on business needs.
* Optimized and generated lower risk reports with the help of predictive modeling techniques as well as unifying end to end processes for better optimized results.
* Experience in delivering auto-generated AI content directly within the Salesforce platform, with use cases including Slack, sales, service and marketing purposes.
* Experience in developing and deploying chatbots in various business processes that involve real-time customer engagement.
* 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 processes 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.
* Implemented predictive modeling techniques on real time data to generate reports helping business decision needs.
* Prioritized & managed work items, tasks as per stack ranks on Team Foundation Server (TFS).

**Environment:** Power BI, DAX, Power Query, AZURE, SQL Server 2019, SSDT, SSAS, SSRS, Tableau 2022.3 / 2021.2, Tableau Server 2022.3 / 2021.2, T-SQL, Erwin, MS Excel, TFS, DTA, AWS, SSMS, SQL Profiler, MS Azure, AWS, Alteryx.

**Client: JP Morgan Chase, Dallas, TX**

**Duration: Sep 2015 – April 2016**

**Role: Sr. Data Analyst/ 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 Power BI** reports into salesforce and web page using **Power BI URL** parameters
* Experienced in creating custom visuals in **Power BI** using D3.js, R, and Python
* Developed **Power BI reports and Dashboards** from multiple data sources, implemented Row Level security on reports and hosted Code Review meetings as Power BI Admin for Dev sign off and advance to QA and Production.
* Experienced in managing **organization visuals** and **Embed Codes** in **Power BI 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 **Power BI Admin Portal** capacity settings.
* Experienced in creating and managing **workspaces** using **Power BI 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 **Power BI data gateways** using **Power Platform admin center**
* Experienced in creating **paginated** reports using **Power BI Report Builder** and in migrating **SSRS, Tableau**, and **Cognos** reports to **Power BI**
* Experienced in building custom apps using **Power Apps** as per the business needs.
* Performed statistical analyses in **R**, and developed custom visuals in Power BI 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 storageand 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-Premise 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.
* Extensively used VLOOKUP and IF in Alteryx for matching multiple columns from different tables and joining on specified common criterion and strategies for reporting to higher management satisfying enhanced business requirements and decision making issues.
* Designed, developed and conducted unit testing, and maintained complex Tableau reports for scalability, manageability, extensibility, performance, and re-use. Provided technical expertise in areas of architecture, design, and implementation.
* The cross-functional project team included IT/BI Professionals, Tableau administrators, and selected Content Creators namely Data Stewards and Content Creators.

**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, Power BI Service, Power BI Pro, Power BI Premium, PowerApps, Power BI Report Builder, DAX, Power BI Admin, Power BI Mobile, Tableau Desktop, Tableau Prep, Tableau server, Jupyter, T-SQL, Visual Studio 2017, AWS, 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: HSBC Bank, Hyderabad, India**

**Duration: April 2012 – August 2015**

**Role: 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 queries 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), Power BI Desktop, Power BI Service, Power BI Pro, Power BI Mobile**,** DAX, Tableau, T-SQL, AWS, Azure Data Lake Storage, Azure Data Lake Analytics, Azure Data Factory, Visual Studio 2017, Microsoft Azure, MS Access, MS Excel.