**ASHIMA SALIL NATEKAR**

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**PROFILE SUMMARY**

Around **14** years of industry experience in IT and **7+** years as BI Consultant with broader exposure to **Data Analytics, Power BI, SQL Transformations, Advanced Excel and Reporting.**

**Professional Experience Highlights:**

* **7+** years of experience in **Data Analytics/Data management** and **Reporting** using **Microsoft Power**

**BI with advanced Excel, SharePoint, CSV, SQL** etc.

* Experience in telling the stories with data and creating clear and compelling **visualizations** and   
  dashboards to convey complex data
* Having good experience on to apply various kind of transformation in **Power Query** and good   
  hands-on experience on Power BI **Data Modeling**
* Experience in using M-Code in Power Query for the **transformations** and **Data cleaning**
* Expertise in creating **calculated columns**, **Measures** and **Tables** by using **DAX i**n Power BI
* Mastered the ability to design and deploy rich Graphic visualizations with dynamic page designs   
   and control using Power BI
* Experience in creating **workspaces,** deploying the reports, **Row level security** in **Power BI Services**
* Good hands-on experience in Power BI Enterprise **gateways** and upgrades
* Strong experience in creating report architecture according to the user requirement using   
   **advanced Excel** formula like **VLOOKUP, macros, charts** and **pivots**
* Troubleshooting report design and monitoring system usage
* Good knowledge of **paginated reports** using **Power BI Repot Builder**
* Strong experience in creating various reports like Drill Down, Drill through and Ad-hoc according to   
   the user requirement using **SQL Server Reporting Services (SSRS)**
* Adept in **RDBMS concepts** and constructs along with Objects creation such as Database, Table,   
   Normalization, User Defined Data Type, Indexes, Stored Procedures, Views, Cursors and   
   Triggers
* Good experience in relational data base systems like **Oracle, SQL Server, My SQL**
* Strong experience in **PMO sales domain** like requirement gathering, project coordination, data   
   management, data quality, close liaison with stakeholders

**Technical Skills:**

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| * Microsoft Power BI * DAX Programming * Power BI Services/Power Apps * QlikView | * Advance Excel * SQL, PLSQL, Oracle, MS Access, SharePoint, Python * ETL tools IBM Web Sphere Data Stage, Power query editor | * Visual Basic * Oracle Load Star * Azure Fundamentals * ITIL Certification. |

**Work Experience**

**Client: UBS, NJ Aug 2023 – Present**

**Role: Power Bi Developer**

**Responsibilities:**

* Designed and developed reports using **MS Power BI Desktop** for the UBS relationship managers and financial advisors to make data-driven decisions and enhance client engagement.
* Extracted financial data from various sources, including Excel, UBS internal systems and client-specific database.
* Utilized **Power Query** to clean, transform, and **model the data** for analysis
* **DAX calculations and visualizations** to display aggregated values, Heatmaps and performance metrics
* **Regular connects and follow-up** with leads and key stakeholders to understand the requirements and translate them into technical process documents
* Ensured data is accurate and in compliance as per guidelines through various Excel, Power BI reports and regular mailers to the stakeholders
* Involved in **data analysis, review** and **testing** of reports before publishing to **Power BI services**

**Accenture, India Apr 2016 – Jun 2023**

**Role: Power BI Developer/Data Analyst**

**Roles & Responsibilities:**

* Provided feasible and effective solution to Client’s requirement, Experienced in training junior team   
  members. Assigning the tasks. Experience in **leading the team**.
* **Collaborated with business teams** to identify critical business problems and areas of opportunity and   
   translate business questions into quantitative analyses.
* Designed and developed operational reports **using MS Power BI Desktop** for global Accenture leadership
* Implemented several **DAX** functions for various fact calculations for efficient **data visualization** along with

calculated measures and columns with DAX

* Participated in the **Agile methodology's** daily scrum and other sprint meetings; developed and prioritized product backlogs and the sprint burnt down charts etc. to meet the daily deliverables and timelines.
* Created reports using **Bar chart, Column chart, Donut chart, maps, Scatter Plot, Line chart, card, custom   
   visuals as well as slicer, bookmarks and Toopltips, applied filters on visuals, page and reports** for better

interaction of visuals.

* Created **workspaces** and implemented **Row level security** using Power BI services
* Through **analysis and testing** of sales data resulted in improved win rates and pricing data accuracy up   
   to 90%
* Developed **business dashboards and interactive reports** for deal pricing analysis, pipeline/win/ loss/   
   withdrawn analysis, Competitor analysis, KPI scorecards, Heatmaps etc
* Proven ability to promptly deliver vital **ad-hoc business requirements** from leadership with unwavering   
   precision, consistently achieving 100% accuracy.
* Targeted **mailer program** for Accenture leadership to showcase geography and technology specific   
   curated sales insights
* Pivotal role in successful **migration of reporting** platforms - from Excel and a proprietary tool to Power BI.
* **Technical and functional process development** and **automations** resulting in reduction of development   
   efforts and turnaround time.
* **Close liaison** with horizontal leads, solution architects and other key stakeholders within Accenture   
   sales leadership
* **Analyze the defects** along with the testing team validating and perform code updates to resolve the   
   defects.

• **Environment:** Power BI, DAX, advanced Excel, MS SQL Server, Power Pivot, Power Query

**Accenture, India Oct 2009 – Aug 2013**

**Role: Software Developer**

**Roles & Responsibilities:**

* Worked for the public utility that manages the [generation](https://en.wikipedia.org/wiki/Electricity_generation), [transmission](https://en.wikipedia.org/wiki/Electric_power_transmission) and [distribution](https://en.wikipedia.org/wiki/Electricity_distribution) of [electricity](https://en.wikipedia.org/wiki/Electricity) in Canada region using **Oracle Lodestar**
* Created reports utilizing **SSRS, Excel services** and deployed them on SharePoint Server as per business requirements

**Mind Craft Software Pvt LTD, India Oct 2007 – Jul 2009**

**Role: Senior Consultant**

**Roles & Responsibilities:**

* Worked on **ETL tool IBM web sphere Data Stage** Server Edition, **SQL and PL/SQL** using Toad software for a large life insurance company. As a part of a larger vision of hosting a single point web-based reporting utility for various users in their insurance business, client has initiated a phased implementation of different types of reports on its Virtual Office portal. Data is loaded in the Data Mart using ETL jobs for generating sales reports.

**Team Computers Pvt LTD, India Apr 2006 – Sep 2007**

**Role: Software Developer**

**Roles & Responsibilities:**

* Developed dashboards and reports using **BI tool** **QlikView** with data source as **SQL** for a leading insurance company in India and also for non-banking financial institute to track their branch performance and branch rollout.

**Datamatics Technologies LTD, India Dec 2004 – Jan 2006**

**Role: QA manual testing and Software Consultant**

**Roles & Responsibilities:**

* Data entry, data coordination, Design, Featuring, Testing and proof reading of US Government Taxation Forms Project

**EDUCATION**

* Bachelor of Engineering (2003 pass out) Yashwantrao Chavan College of Engineering, Nagpur University, India in **Computer Technology** with distinction