**Rama Devi Medasetti**

**626-353-0206**

**ramadevi.medasetti@gmail.com**

**Professional and Project Experience**

* Over 9years of experience as a Business Intelligence & Data Analyst
* Experience & knowledge of BI Tools like MSBI,Power BI, Tableau, OBIEE, Excel and SQL server.
* Having good experience in Power query, Power pivot and Power view for creating the effective reports and dashboards in Power BI.
* Extracting the data from various data sources into Power BI desktop and transforming the data in Power Query Editor and to generate Reports and Dashboards.
* Utilized in Power Query in Power BI to Pivot and Un-Pivot the Data Model for Data Cleansing and Data massaging
* Involved in creating Data visualizations like Clustered Column Chart, Bar Chart, Donut Chart, Line Chart, Scatter Plot, Tree Map, Slicer, Gauge Visualization etc. with Power BI.
* Created calculated columns and measures with the use of DAX Expressions like Aggregate, Time & Date Functions. Writing DAX, Power Query formulas and creating KPI’s based on client requirement.
* Developed Power BI Reports, Custom Visuals, Group Creation and Effective Dashboards after gathering and translating End-User Requirements.
* Experience in creating Power BI reports using PL/SQL server and Oracle Databases.
* Extensive experience in implementing Microsoft BI/Azure BI solutions like Azure Data Factory, Power BI, Azure Databricks, Azure Analysis Services, SQL Server Integration Services, SQL Server Reporting Services.
* Hands on practice on market place timeline slicer, hierarchy slicer, text filter, word cloud on Power BI.
* Dashboarding and Dataset refresh using Gateways.
* Extending support to other team members for report design best practices using Power BI, Incorta, Thoughtspot, Tableau.
* Expertise in Publishing Power BI Reports of Dashboards in Power BI Server and Scheduling the dataset to refresh for live data in Power BI Server.
* Expertise in Visualizing and Analyzing Data using Power BI with cloud based applications.
* Worked with both Direct query and Import data in to Power BI for creating Reports.
* Deploying and Scheduling Reports using Power BI to generate all Daily, Weekly, Monthly and Quarterly Reports including current status.
* Providing security by using Row Level Security (RLS) implementation.
* Good knowledge on Power BI licenses Power BI Pro, Power BI Premium and Gateway types.
* Responsible for creating and changing the visualizations in Power BI Reports and Dashboards as per the client requirements.
* Experience in OBIEE Architecture **(**Physical layer, Business Model layer and Presentation Layer).
* Experience in defining and development of dimensions, fact tables, star schema, hierarchies, level-based measures in Business modeling of OBIEE 10g
* Experience in Object level & Data level security setup for Stakeholders & Business users using repository objects in OBIEE 10g

**TECHNICAL SKILLS**

* **BI Tools:** MSBI,Power BI, Tableau, OBIEE 10g/11g
* **DatabaseLanguages**: SQL, PL/SQL, T-SQL
* **Databases**: Oracle 10g/11g, MS SQL Server 2008/2012
* **Database Tools**: TOAD, SQL Developer, SQL Server Management Studio,PL/SQL Server Reporting Services.
* **Software methodology**: Agile Scrum, JIRA software
* **Computing platforms**: Windows Server 2003, 2008
* **Application Tools**: SAP, MS Office 2003, 2007, 2012, 2016, MS Visio, MS Project
* **Azure BI Tools**: Azure Data factory, Data Bricks, Azure Synapse, Azure SQL, SQL Server Reporting Services.

Education

California University of Management and Sciences-Anaheim, CA

Master of Science in Computer Information System **(M.S.C.IS),**

Graduated in May 2014**.**

**Andhra University-India**

* Bachelor of Computer Applications (B.C.A) from Andhra University in 2001
* Master of Sciences in Information systems (M.Sc. (IS) from Andhra University in 2003.

Experience

**Jacobs Engineering. Los Angeles, CA Aug 2020-- Till Date**

**Role:Sr.Power BI Developer**

**Responsibilities:**

* Developed Data visualizations like Clustered Column Chart, Bar Chart, Donut Chart, Line Chart, Scatter Plot, Tree Map, Slicer, Gauge Visualization etc with Power BI
* Developed custom calculated measures using DAX in Power BI to satisfy business needs.
* Creating Gateways for data intake and scheduled refresh.
* Solid experience on both Cloud and on premise server to deploy Power BI Dashboards and maintain normal and Row level Security.
* Used SQL Server Management Studio to execute SQL queries for data analysis and debugging
* Deployed and scheduled the reports in the Power BI Service.
* Participated in Daily stand up Agile/Scrum meetings to discuss regarding the enhancements to be made for the existing requirements.
* Designed Web-based ASP.NET Internet applications linked to firm-wide PL/SQL databases.
* Experience in managing Alerts, Operators and Scheduled Jobs through PL/SQL Server Agent.
* Developed complex programs in PL/SQL, writing Stored Procedures, Triggers and Queries with best execution plan
* Involved in Configuring and Upgrading the On Premises Data gateway between various Data sources like SQL Server to Azure Analysis Services and Power BI service
* Expert on maintaining and managing Microsoft Power BI and Tableau reports, dashboards and publishing to the end users for Executive level Business Decision.
* Imported data from PL/SQL Server DB, Azure PL/SQL DB to Power BI to generate reports
* Experience in creating Tabular Reports, Matrix Reports, Parameterized Reports, Sub Reports, Global map reports in both Power BI Desktop and Power BI Cloud service.
* Created workspace and content packs for business users to view the reports.
* created new OLAP data mart for more concise data and more efficient report performance.
* Worked on both live and import data to Power BI for creating reports.
* Involved in creating the external and internal tables in Azure SQL Datawarehouse and created stored procedures to move the data from external to internal tables.
* Rewrote PL/SQL queries to upgrade PL/SQL Server performance using PL/SQL Server.
* PL/SQL queries for the retrieval of the data
* Dynamic Row level security (RLS) was implemented successfully on Power BI Service(Cloud
* Expert on maintaining and managing Tableau and POWER BI driven reports and dashboards
* Transformed complex business logic into Database design and maintaining it by using SQLobjects like Stored Procedures, User Defined Functions, Views, T-SQL Scripting and Jobs.
* Created Tableau Dashboards with interactive views, trends and drill downs along with user level security
* Created KPI, Partitions, Perspectives, and Calculated Measures, used DAX queries in Power BI.
* Developed Azure Data factory pipelines to move the data from source systems and transform the data in azure blob storage and created ADLA USQL jobs to transform the data in Azure.
* Created tables, matrix, and chart reports as required and deploy those reports into Power BI Service.
* Superior involvement in developing reports and dashboards from multiple data sources such as on-premises and cloud using Power BI desktop .
* Created Parameterized Report, Dashboard Report and Sub Report by Year, Quarter, Month, and Week.
* Created report and page level filter in Power BI desktop to visualize data according to requirement for different analysis.
* Development level experience in Microsoft Azure providing data movement and scheduling functionality to cloud-based technologies such as Azure Blob Storage and Azure SQL Database.
* Expertise in Visualizing and Analyzing Data using Power BI with cloud-based applications
* Experienced in managing users, groups, sites, permissions and roles on Tableau server.
* Created new hierarchies and managed relationships (active and inactive) in Power BI data models.

**Environment:** Power BI,Tableau,Azure SQL Database, Azure Blob Storage, Azure Data factory, Microsoft Dynamics CRM, SQL Server 2016,Azure Analysis Services, PL/SQL, SQL Server Management Studio (SSMS), Visual Studio 2015, T-SQL, Excel.

**SBC-Ameritech, chicogo,ILJan2019-- July 2020**

**Role: MSBI Developer**

**Responsibilities:**

* Expertise in generating reports using SQL Server Reporting Services, Crystal Reports, and MS Excel spreadsheets and Power Pivot.
* Expert in designing Enterprise reports using SQL Server Reporting Services (SSRS 2000/2005/2008/2012) generated drill down reports, parameterized reports, linked reports, sub reports, matrix dynamics and filters, charts in SSRS 2005/2008.
* Experience in creating Ad-hoc reports, data driven subscription reports by using Report Builder in SSRS.
* Good knowledge of Data Marts, Operational Data Store (ODS), MDM, OLAP, Dimensional Data Modeling, Star Schema Modeling, Snow-Flake Modeling for FACT and Dimensions Tables using Analysis Services.
* Developed OLAP Cubes by using SQL Server Analysis Services (SSAS), and defined data sources, data source views, Dimensions, Measures, Hierarchies, Attributes, Calculations using multi-dimensional expression (MDX), Perspectives and Roles.
* Performed Data Mining activities like Predictive Analysis, Forecasting on central repository for various application and dashboard functionalities Writing MDX Scripts to create datasets to perform reporting and included interactive drill down reports, report models and dashboard reports.
* Created Dashboard pages in SharePoint Server that use different types of web parts and excel services for reports.
* Assists in the implementation of data access security measures by identifying, analyzing and resolving security and system problems relating to data access security and applications.
* Developed pyspark MV jobs which are used by Incorta Dashboard
* Responsible for providing analysis of problems and resolutions or fixes for the production issues related to Service Now platform within the Service Level Agreement.
* Designed and Developed Templates, Filters, Metrics, and OLAP Reports using MicroStrategy 9.0
* Experience in creating Ad-hoc reports, data driven subscription reports by using Report Builder in SSRS.
* Good knowledge of Data Marts, Operational Data Store (ODS), MDM, OLAP, Dimensional Data Modeling, Star Schema Modeling, Snow-Flake Modeling for FACT and Dimensions Tables using Analysis Services
* Excellent in analytical thinking for translating data into informative visuals and reports
* Implemented row level security on data and have a good understanding of application security layer models in Power BI.
* Incorta schemas definition, data loading and exploring, business schemas definition
* Generate real time reports for business using Incorta.
* Creating Logical views in MicroStrategy to support the new requirements.
* Created queries using DAX functions in Power BI desktop
* Worked extensively on MicroStrategy Desktop, Administrator, Intelligence Server and Web.
* Good understanding of writing SQL queries and pulling data from SQL server
* Analyzed & Modified existing SSRS reports & SSIS packages.
* Have working knowledge implementing cloud computing technologies like AWS, Google Cloud
* Created basic SSIS packages using excel or text files as source and Insert/Update records into SQL Server table.
* Good understanding and working knowledge on cloud-based solution tools like Power BI in creating and publishing reports
* Created & supported production SQL Server jobs
* Performed SQL Server Admin tasks like creating logins & setting permissions for new & existing users.
* Responsible for design methodology and project documentation
* Able to properly understand the business requirements and develop data models accordingly by taking care of the resources

**Environment:** SQL server 2008/2012/2014 Enterprise Edition, PL/SQL,Azure Data Factory, Azure SQL, SSRS, SSIS, SSAS 2016, Power BI.NET Framework,Incorta, C#, ASP.NET, ADO.NET, Oracle 11g/10g, Visio, MS IIS, XML, MS Excel, Access and Visual Source safe.

**Client**:**LA County,CAMay2017 – Dec 2018**

**Role: Power BI Developer**

**Responsibilities:**

* Developed custom calculated measures using DAX in Power BI to satisfy business require-ments.
* Responsible for creating critical compliance test analysis documents and Business Re-quirement Documents (BRD).
* Provided guidance and insight on data visualization and dashboard design best practices in Power BI.
* Involved in designing and publishing visually rich and intuitive Power BI dashboards.
* Published Power BI Desktop reports created in Report view to the Power BI service.
* Used Joins, correlated and non-correlated sub-queries for complex business queries involv-ing multiple tables & calculations from different databases.
* Extensively used bulk collection in PL/SQL objects for improving the performing.
* Implemented Copy activity, Data flow, triggers in Azure Data Factory Pipeline Activities.
* Implemented row-level security policies in Azure Synapse Analytics (SQL DW) and within Power BI data models.
* Wrote conversion scripts using SQL, PL/SQL, stored procedures, functions and packages to migrate data from SQL server database to Oracle database.
* Generated server side PL/SQL scripts for data manipulation and validation and materialized views for remote instances.
* Extensively worked with third party database tools like TOAD & PL/SQL Developer
* Involved in migration of Cognos ReportNet to Cognos
* Provided maintenance and development of bug fixes for the existing and new Power BI Reports
* Involved in scorecard and KPI Reporting.
* Used Power BI Desktop to connect various data sources and worked with different visuali-zations and created dashboards.
* Designed rich dashboards with power BI and prepared user stories to create compelling dashboards to deliver actionable insights.
* Gathered data from various external sources (Oracle) into a data warehousing system (En-terprise Cube) with the help of ETL process. Produced reports by connecting to Salesforce and pulling reports.
* Used different features in Power BI like Transpose, Split Column by Delimiter, Add Column, Get Data, Report Tab, Data Tab,

**Environment – Power BI Desktop, Power BI Pro, DAX, T-SQL, PL/SQL, Azure Data factory, Azure Synapse, MS SQL Server 2014, Oracle, SQL Server Management Studio (SSMS), SQL Profiler, Python, MS-Excel.**

**Client :USAA,SanRamon,CA**

**Role : OBIEE**  **Aug 2015 – April 2017**

**Project Responsibilities:**

* Design and development of BI publisher reports and integrate them with Siebel.
* Requirement gathering from business users and translating them to specification document.
* Development of functional and statistical reports.
* Siebel configuration for reports integration.
* Auto attachment of BI publisher reports in Siebel using web service.
* Develop Siebel screens and views for BIP reports.
* Develop rtf templates with customized XSL codes to meet business requirement.
* Develop pixel perfect reports with both pdf and rtf outputs.
* Develop reports using multiple datasets.
* RTF template development using MS word.
* Created materialized views for statistical reports for performance improvement.
* Travel to client location to ensure a smooth go live and provide training as required.
* Documentation of BI publisher reports.
* Administer the BI publisher application.
* Deploy reports across environments.
* Debug and fix report issues.

**Environment:** BI Publisher 10.3.4.1, SQL, PL/SQL, TOAD, SQL developer, windows server 2010, Siebel 8.1.1

**Client: Henry Schein, NY**

**Role: OBIEE** **May 2014 – July 2015**

**Project Responsibilities:**

* Create new Reports and Dashboards.
* Configure OBIEE Scheduler to send reports to end users via email.
* Configure OBIEE Dev and Test Environments to sync with Production Environment.
* Customize out-of-box mappings for Oracle BI Applications 7.9.6 Sales and Service module.
* Customize the DAC containers to configure the ETL to run in both full and incremental loads.
* Customize Informatica mappings to extend dimensions and fact.
* Configure DAC Tasks to add new Informatica mappings created for loading new dimensions and fact tables.
* Modify OBIEE RPD for enhancements and bug fixes.
* Perform RCA for bugs and document the same.
* Perform GAP Analysis before implementing new customization.
* Involve in daily monitoring of ETL and fixing issues with ETL runs.
* Perform full load ETL after every major release.
* Upgrade Informatica Power center from 8.6 to 9.0.1.
* Fix issues related to the OBIEE repository, which include metadata consistency issues, star schema design changes, view alteration, initialization block modification, and user responsibility and group changes.
* Actively engage with client and deliver enhancement and fixes quickly.
* Documentation of OBIEE and warehouse design.

**Environment:** OBIEE 10g, AIX, Oracle 10g, Informatica 8.6.1/9.0.1, OBIA7.9.6, SQL, TOAD.