***Roja Nelakurthi***

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

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**Summary**

* **9+** 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 model (**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 analyse 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 schedule subscription and various sharing options (workspace, content pack, and Apps).
* Proficient in using Tabular Editor 3 to enhance and optimize data models in Power BI.
* Excellent hands-on experience in groups, hierarchies, and measures, **KPIs**.
* Proficient in applying transformation rules - **Data Conversion, Data Cleansing, Data Aggregation, Data Merging and Data splitting.**
* Expertise in **DAX** queries to get and better way to analyzing the data.
* Complete understanding in all facets of Software Development Life Cycle (SDLC).
* Proficient in writing complex DAX calculations in Power BI using Tabular Editor 3 to develop insightful measures and calculated columns.
* 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.
* Experienced in connecting Power BI to various data sources and using Tabular Editor 3 for data transformation, cleaning, and shaping.
* 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
* Created custom expressions and scripts in Tabular Editor 3 to add specialized calculations or data transformations to Power BI models.
* 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 volume 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**.
* Proficient in blending multiple data sources and integrating Tableau with different databases (e.g., SQL Server).
* 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.
* Created custom visuals using Tableau and third-party extensions, enhancing the visualization capabilities beyond standard charts.
* 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.
* Skilled in using Tableau's storytelling feature to present insights in a compelling narrative format.

**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 View Point, Teradata SQL Assistant, Rally, JIRA, GitHub, JSON, MS Excel. |

**Education:**

Masters in Information Studies & Cyber Security – 2023 – USA

Bachelors in ECE – 2015 - India

**Professional Experience**

**Medline- Rochester, MN April, 2023– Till date**

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

**Technologies :** Power BI Desktop, Power BI Service, Power BI Embedded, Denodo, Snowflake, Box Integration, Excel, Azure SQL Data Base, Azure Blob Storage, SQL Developer, Oracle, Agile, Jira, Kanban

**Responsibilities**

* Translate business logic into dashboards, charts, reports, and presentations in support of 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 **ET**L 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** process and develop cross validation rules to ensure mapping accuracy for newly added business rules.
* Proficient in leveraging automation features within Tabular Editor 3 for batch processing tasks, reducing manual effort and streamlining model development in Power BI.
* Developing **SQL** queries or use available data profiling applications to perform data analysis based on the business requirement and created data profiling report for data discovery.
* Developing new data integration and support 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.
* Developed efficient relationships and hierarchies within Power BI data models using Tabular Editor 3, providing an accurate representation of business logic.
* Experienced in connecting Power BI to various data sources and utilizing Tabular Editor 3 for data transformation, cleansing, and modeling to deliver meaningful insights.
* 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 model and used 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 support 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

**First citizen bank - Plano, Tx Feb, 2022 – Mar, 2023**

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

**Technologies :** Power BI Desktop, Power BI Service, Azure Power BI Embedded, Tableau Desktop, Tableau Server, Alteryx, SQL Server, Azure SQL Data Base.

**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 database.
* 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.
* Automated report generation and distribution using Tableau Server and Tableau Prep, streamlining reporting processes.
* 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 group 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.
* Worked closely with cross-functional teams, including data scientists, analysts, and business stakeholders, to translate requirements into actionable Tableau solutions.

**Environment:** Power BI Desktop, Power BI Service, Power BI Data Gateway, DAX, T-SQL, SQL Profiler, MS Excel, Windows 10, MS SQL Server 2018, Snowflake, SQL Server Integration Services (SSIS), SQL Server Reporting Services (SSRS), Azure, Windows 2012/2018 R2 Server.

**iAppsys Technologies – Bangalore, India Aug, 2018 – Nov, 2021**

**Power BI Developer,Tech lead**

**Technologies :** Power BI Desktop, Power BI Service, SQL Server

**Responsibilities**

* As a Tech Lead Responsible for the complete delivery of reports right from gathering the requirements and completing the development and testing in the given timelines.
* Led end-to-end Tableau projects, from requirement gathering to final delivery, ensuring timely completion and client satisfaction.
* Involved in On-site & Offshore coordination to ensure the completeness of Deliverable.
* Gathered report requirements and determined the best solution to provide the results in either a Reporting Services report or Power BI. Cloud computing with AWS.
* Installed and configured Power BI Desktop.
* Utilized Agile project management techniques to manage Tableau development cycles, ensuring continuous improvement and quick adaptation to changing business needs.
* Created effective reports using visualizations such as Bar chart, Clustered Column Chart, Waterfall Chart, Gauge, Pie Chart, Tree map etc. in Power BI.
* Designed and developed SSIS Packages (.dtsx files) to import and export data from MS Excel, SQL Server 2012 and Flat files.
* Writing complex SQL Queries, Stored Procedures, Triggers, Views, Cursors and User Defined Functions to implement the business logic.
* Created SSIS packages to integrate the data coming from flat files
* Migrated SSIS Packages from during data migration.
* 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.
* Designed and developed various complex reports such as Drill down, Drill Through, Cross Tabbed using MS Reporting Services.
* Created SSIS packages for loading data from SAP BW/BI to SQL Server.
* Performed database backup and deployment to the production server.
* Involved in modifying existing DataStage Jobs for better performance.
* Created Technical documentation of various staging area operations for future reference and guidance.
* Created reports using stored procedure. Involved in scheduling, creating snapshots and subscriptions for the reports (SSRS 2008/20012).
* Installation and configuration of SQL Server Reporting Services (SSRS) 2008/2012.
* Created reports using stored procedure. Involved in scheduling, creating snapshots and subscriptions for the reports (SSRS 2008/2012).
* Involved in Normalization and De-Normalization 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.

**Environment:** MS SQL Server 2016/2014, MS SQL Server Integration Services (SSIS), MS SQL Server Analysis Services (SSAS), Salesforce, Intacct, Power BI Desktop, Power BI Service, Data Gateway, DAX, T SQL, SQL Profiler, XMLA, MS Excel, Excess, Windows 8.

**Errikos Technologies, Hyderabad, India March, 2015 – July, 2018**

**Power BI Developer**

**Technologies :** Power BI Desktop, Power BI Service, SQL Server.

**Technologies :** Power BI Desktop, Power BI Service, Tableau Desktop, Tableau Server, SQL Server.

**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 detail Technical documentation of various staging area operations for future reference and guidance.
* Involved in Normalization and De-Normalization 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.

**Environment:** Oracle 11g, MS SQL Server 2016/2014, Power BI Desktop, Power BI Service, Data Gateway, DAX, T SQL, SQL, MS Excel, Windows 8.