

SNEHA TANDON SRIVASTAV

Senior Power BI Developer & Business Intelligence Analyst

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PROFESSIONAL SUMMARY

Senior Power BI Developer with 14+ years of expertise in business intelligence, data visualization, and analytics automation. Specialized in DAX programming, advanced data modeling, and cross-platform integration (SQL, SharePoint, Python). Proven track record of delivering enterprise-level BI solutions that improve decision-making speed by 30% and reduce reporting time by 50%. Expert in Power Query, M language, and automated dashboard development across telecom, fintech, and healthcare industries.

CORE COMPETENCIES

BI Platforms: Power BI Desktop/Service, Tableau, Power Query, Power Apps, Power Automate, Microsoft Fabric, AI/ML Integration

Data Analysis: DAX (Advanced), M Language, SQL Server, Python, Excel VBA

Cloud & Integration: SharePoint, REST APIs, Power BI Gateway

Specializations: Data Modeling, Performance Optimization, KPI Development, Process Automation

Industry Domains: Telecommunications, Financial Services, Healthcare Analytics

Methodologies: Agile Development, Data Governance, Report Automation, Process Improvement

PROFESSIONAL EXPERIENCE

Technical Author & Content Creator

Self-Published / LinkedIn | 2024 - Present

- Architecting and authoring comprehensive Power BI implementation guide covering enterprise-level deployment strategies, advanced DAX patterns, and performance optimization techniques
- Publishing weekly technical content on LinkedIn reaching 2000+ Power BI professionals, establishing thought leadership in the BI community
- Developing educational curriculum with hands-on examples, code samples, and real-world case studies from 14+ years of industry experience
- Engaging with BI community through consistent content creation, generating discussions and knowledge exchange

Senior Power BI Developer

Nokia | 2023 - Present

- Architected enterprise-level Power BI dashboards integrated with SQL Server and SharePoint, delivering real-time operational KPIs to C-suite stakeholders and accelerating decision-making speed by 30%

- Engineered automated reporting workflows using Python scripts and Excel VBA macros, eliminating 50+ hours of manual work weekly and reducing error rates by 25%
- Spearheaded stakeholder sessions to translate complex requirements into scalable BI solutions with Power Query and advanced DAX

Senior Data Analyst – Network Performance

Samsung | 2022 - 2023

- Optimized LTE network analytics for Jio's pan-India operations, processing 10TB+ daily data volumes to identify service gaps and support infrastructure investments across 15+ regions
- Transformed reporting cycles with Power BI automation and Python scripting, improving consistency by 40% and reducing delivery timelines from five days to two
- Delivered executive dashboards enabling alignment of network metrics with strategic business objectives

Lead Business Intelligence Developer

Nokia | 2021 - 2022

- Validated and audited MAPA, QoS, and NoC RNA reports using advanced DAX and Power Query, ensuring 99.8% data accuracy for compliance
- Automated KPI reporting workflows via Python, Power BI, and Grafana, reducing manual effort by 75% and errors by 25%
- Managed NetAct and NetNum monitoring tools, engineering real-time network health alerts

Business Intelligence Consultant

Various Clients (CMS) | 2014 - 2021

- Directed multi-region reporting initiatives ensuring 100% regulatory compliance and on-time delivery across telecom and financial services
- Achieved 30% reduction in manual reporting effort through automated Power BI dashboards, benefiting 50+ stakeholders
- Designed FinTech analytics solutions using Power BI Service, enabling real-time transaction monitoring and anomaly detection

Network Performance Analyst

Vodafone Idea Limited | 2012 - 2014

- Implemented VAS tracking and node monitoring solutions, reducing manual processes by 60% through Python automation scripts and API integrations
- Developed interactive dashboards in Tableau and Power BI for SLA compliance and performance visibility

Junior Analyst – Infrastructure Assurance

Ericsson | 2011 - 2012

- Executed infrastructure quality control processes, ensuring 99.5% service availability across regional networks
- Created MAPA reports through manual KPI calculations and cross-functional coordination

KEY PROJECTS

Customer Transaction Analytics Dashboard

Technologies: Power BI, Power Query, DAX, SQL Server

Impact: Analyzed 1M+ transactions monthly to identify spending patterns and anomalies

Solution: Engineered advanced DAX measures for spend analysis, failed transaction tracking, and high-risk account identification

Enterprise Reporting Automation Platform

Technologies: Power BI, Python, SQL, SharePoint, Excel VBA

Impact: Eliminated 40+ weekly manual reporting hours

Solution: Architected automated reporting system with scheduled refresh and real-time KPI tracking

Telecom Network Performance Analytics (Australia)

Technologies: Tableau, SQL, Python, Nokia APIs

Impact: Enabled real-time monitoring for Australia's telecommunications infrastructure

Solution: Designed KPI visualization system with automated anomaly detection and predictive maintenance alerts

HTTP Server Data Automation

Technologies: Python, REST APIs, SQL Server

Impact: Reduced data collection time from 8 hours to 30 minutes daily

Solution: Developed automated file download/upload scripts with validation and error handling

WhatsApp Business Communication Automation

Technologies: Python, WhatsApp Business API, Power Automate

Impact: Automated 500+ daily client communications with 99% delivery success

Solution: Engineered server-to-client messaging system with scheduled delivery and status tracking

Mobile-Optimized Executive Dashboard Suite

Technologies: Power BI Mobile, Power Automate, DAX

Impact: Enabled C-suite access to real-time KPIs with proactive SLA alerts

Solution: Designed responsive dashboards and integrated Power Automate threshold-based notifications

EDUCATION

Bachelor of Technology in Electronics & Telecommunications Engineering

Uttar Pradesh Technical University (UPTU) | 2011 | 71%

Higher Secondary (12th Grade)

Uttar Pradesh Board | 2006 | English Medium | 72%

Secondary (10th Grade)

Uttar Pradesh Board | 2004 | English Medium | 75%

ADDITIONAL INFORMATION

Languages: English (Fluent), Hindi (Native)

Certifications: Power BI Certified (in progress), AI Use Case Studies in Real Scenarios (in progress)