

# MOHAMMED REHAN

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**Objective:** Growth-oriented IT professional with 2+ years of experience as a Power BI Developer, specializing in designing, developing, and implementing interactive business intelligence solutions. Seeking a challenging role in data analytics and business visualization to leverage my technical expertise, analytical mindset, and problem-solving skills to drive organizational success.

## **Profile Summary:**

- Worked on multiple projects using Power BI, SQL Server, Oracle, ServiceNow, Azure, and MS Excel.
- Prepared Daily, Weekly, Monthly, and Quarterly Reports by consolidating data from various sources to ensure timely and accurate delivery.
- Connected Power BI with multiple data sources such as Data Warehouse, Azure, SQL Server, Oracle, and Excel to build insightful dashboards.
- Performed ETL (Extract, Transform, Load) operations in Power Query for data extraction, transformation, and cleansing.
- Designed and maintained efficient Data Models in Power Pivot to support accurate and optimized reporting.
- Enhanced Data Models by creating calculated columns, measures, and tables using advanced DAX functions (Aggregation, Time Intelligence, Filter, Financial, etc.).
- Implemented Row-Level Security (RLS) in Power BI Desktop and managed user permissions through Power BI Service and Gateway.
- Strong understanding of SQL Server Analysis Services (SSAS) for building analytical data models.
- Published and configured Power BI Reports in Power BI Service, including setting up scheduled refresh and secure connections.
- Designed and developed interactive dashboards using multiple reports to support data-driven business insights.
- Configured and maintained On-Premises Data Gateway to automate and schedule dataset refreshes.
- Shared Power BI reports and dashboards securely with end users, ensuring compliance and controlled access.
- Implemented Bookmarks, Parameters, and Drill-through functionalities to improve interactivity and usability.
- Performed extensive data cleaning, transformation, and validation to ensure data accuracy and integrity using Power Query and Azure Data Factory (ADF).
- Used ServiceNow as a ticketing tool to manage incidents, service requests, and track issue resolution within SLA timelines.

## Technical Skillset:

- **Reporting Tool :** Microsoft Power BI , Tableau , SAP BO
- **Databases :** Oracle , SQL Server, Snowflake , AWS Redshift
- **Programming Language :** Python, JavaScript , Html
- **Ticketing Tool :** Service Now, Jira
- **ETL Tool :** Azure Data Factory, Informatica, Sap Bods

## Experience:

- Working as **Associate Data Analyst** in **Altitude Solutions Pvt Ltd** from June 2023 to till date.

## Education:

- **Bachelor of Engineering (B.E) in Computer Science Engineering.**

## Project Summary:

### Project 1:

- **Project Name :** Amena Analytics
- **Client :** PepsiCo, USA
- **Technology/Tools:** Power BI, SQL Server, Azure Data Factory, ServiceNow
- **Role :** Report Developer

## Responsibilities:

- Developed and deployed **Power BI dashboards** to present data in an organized, insightful, and interactive manner for business decision-making.
- Connected and maintained various **data sources** such as **SQL Server, Excel, CSV files, and Azure Data Warehouse** for seamless data integration.
- Designed and developed **data pipelines using Azure Data Factory (ADF)** for ETL operations – extracting data from multiple on-premise and cloud sources, transforming it using data flows, and loading it into the Power BI dataset.
- Created **complex DAX measures and calculated columns** using functions like YTD, MTD, SAMEPERIODLASTYEAR, and various **aggregation and time intelligence functions** to derive meaningful KPIs.
- Built multiple types of visualizations such as **Pie charts, Line charts, Tables, Matrices, Column charts, Donut charts, and Custom visuals** as per business requirements.

- Designed and implemented **Data Models** in Power Pivot, establishing relationships, hierarchies, and calculated tables for optimized data analysis.
- Implemented **Row-Level Security (RLS)** in Power BI to restrict data visibility based on user roles and business hierarchy.
- Created **Bookmarks, Page Navigations, and Filters** to enhance user interactivity and dashboard navigation.
- Created and managed **Workspaces and Apps** in Power BI Service, publishing and sharing reports with appropriate access controls.
- Configured and monitored **On-Premises Data Gateway** for secure and scheduled data refreshes across multiple environments.
- Used **Aggregate DAX functions** like SUM, SUMX, COUNT, COUNTA, MIN, and MAX to support analytical computations and KPIs.
- Applied **filters, slicers, and hierarchies** to provide dynamic and multi-level reporting experiences.
- Conducted **data validation and performance optimization** to ensure accuracy, reliability, and efficiency of Power BI reports.
- Participated in **requirement gathering and design discussions** with business users to align reporting solutions with key performance indicators.
- Integrated **Azure Data Factory with Power BI** to streamline data transformation, reduce manual effort, and ensure data consistency across systems.
- Performed **data cleaning and transformation** using Power Query Editor to standardize and prepare data for modeling.
- Created **launch pages with Bookmarks, Buttons, and Filters** to improve user navigation and accessibility.
- Tested and validated **data accuracy and business logic** before publishing reports to production environments.
- Supported cross-functional teams by providing ad-hoc reports and analytical insights to aid strategic decision-making.

## **Project 2:**

- **Project Name** : JLP(John Lewis Partnership) - Business Intelligence
- **Client** : JLP, UK
- **Technology/Tools**: Power BI, Oracle, Azure Data Factory
- **Role** : Report Developer

## Responsibilities:

- Gathered and consolidated data from multiple sources such as **Oracle Database**, **Azure SQL**, and **Azure Analysis Services** to build insightful Power BI visuals.
- Performed **ETL (Extract, Transform, Load)** operations using **Power Query Editor** and **Azure Data Factory (ADF)** to prepare and transform data for analysis.
- Designed and developed robust **Data Models** in the **Power Pivot Model** to support complex reporting requirements.
- Implemented advanced **DAX functions** to create calculated columns, measures, and KPIs for enhanced analytical insights.
- Defined, designed, and developed **interactive dashboards and automated reports** in Power BI aligned with business goals.
- Created and managed **Power BI Workspaces** based on business requirements, configured **Gateways**, and scheduled **daily data refreshes** for real-time reporting.
- Utilized **Azure Data Factory pipelines** to extract data from Oracle and other sources, perform data transformations, and load the cleaned data into **Azure SQL Database** for Power BI consumption.
- Automated **data refresh processes** in ADF and Power BI Service, ensuring continuous and up-to-date data availability.
- Implemented **Row-Level Security (RLS)** in Power BI to restrict data visibility according to user roles.
- Organized and managed **business data in Azure cloud services**, ensuring data consistency and governance.
- Used a variety of **visual charts** such as Donut, Bar, Line, and other Microsoft-certified custom visuals to represent key business metrics.
- Applied **visual-level, page-level, and report-level filters**, along with **Drill-through** and **Drill-down** functionalities, to enable deep data analysis.
- Developed **mobile-optimized dashboards** to ensure accessibility and usability across devices.
- Configured and maintained the **On-Premises Data Gateway** for secure and scheduled data refreshes between on-premises and cloud sources.
- Shared Power BI **reports and dashboards** with end users, maintaining proper access controls and permissions.
- Collaborated with cross-functional teams to **translate business requirements into technical BI solutions**.
- Created **Bookmarks, Page Navigations, and Tooltips** to improve dashboard interactivity and end-user experience.