

DURGA VENKATA KARTHIK CHIPPALA
Power Bi Developer
Hyderabad, TG

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DOB – 29 November, 1999

PROFESSIONAL SUMMARY

Microsoft Certified Power BI Data Analyst (PL-300) with 3+ years' experience delivering end-to-end Power BI solutions. Skilled in dashboard development, SQL/DAX modeling, workspace administration, RLS, and scheduled data refreshes, with strong collaboration across finance and global teams. Available for EST hours

TECHNICAL SKILLS

- **Languages:** Power Bi, SQL, Excel,python
- **Power BI Administration:** Workspace setup, scheduled refreshes, gateway configuration, and access control.
- **Report Development:** DAX, Power Query (M), SQL, dynamic dashboards, and financial Modelling. Hologres
- **Data Governance & Security:** Row-Level Security (RLS), access audits, and compliance checks.
- **Collaboration & Stakeholder Management:** Requirements gathering, user training, and cross-team engagement.
- **Tools & Technologies:** Power BI Service, SQL Server, Jira, Power BI Gateway, Excel, Alibaba Cloud
- **Domain Expertise:** Finance KPIs, P&L, Balance Sheet, Forecast vs Actual, and cost centre reporting.

WORK EXPERIENCE

• **System Engineer** [TCS, Hyderabad]

March 2022 – Present

Responsibilities:

- DEVELOPED ROBUST AND SCALABLE POWER BI DASHBOARDS AND REPORTS TO SUPPORT BUSINESS-CRITICAL FINANCIAL AND OPERATIONAL DECISION-MAKING.
- COLLABORATED WITH CLIENTS AND STAKEHOLDERS TO GATHER REQUIREMENTS AND TRANSLATE BUSINESS NEEDS INTO ACTIONABLE DATA MODELS, KPIs, AND VISUALIZATIONS.
- CONDUCTED REPORT TESTING, PERFORMANCE TUNING, AND VALIDATION TO ENSURE ACCURACY, RELIABILITY, AND OPTIMIZED DASHBOARD PERFORMANCE.
- EXPLORED AND PROTOTYPED DATA AUTOMATION SOLUTIONS, INTEGRATING POWER QUERY, DAX, AND POWER BI APIS TO STREAMLINE REPORTING PROCESSES AND CREATE INTERNAL PROOF-OF-CONCEPTS.

PROJECTS

Sephora PLUM – POS Data Migration & Power BI Reporting

Technologies: Power BI, SQL Server, Alibaba Cloud, Hologres, Data Works.

- Migrated POS data across 80+ APAC stores into Alibaba Cloud using ETL pipelines.
- Developed full medallion architecture (Bronze–Silver–Gold) for analytics storage.
- Built 20+ dashboards including Sales Summary, Hourly Traffic, BA Sales, Returns, Audit checks, Promotions, Gift Cards, and Real-Time Flow Summary Reports.
- Designed complex DAX calculations for YOY Growth, Sales KPIs, Refund Metrics, Basket Size KPIs, and Store Performance.
- Implemented RLS access model for 6 user groups (BA, SM, District, Country Ops, Regional Ops, Audit Teams).
- Set up Power BI Gateway, configured refresh schedules, and improved report performance by reducing model size and optimizing relationships.

PepsiCo – Sales Performance & Supply Chain BI Dashboard

Technologies: Power BI, SQL, Excel

- Developed multiple dashboards covering Sales, Inventory, Fill Rate, OTIF (On-Time In Full), and Product Category Performance.
- Created DAX measures for Forecast vs Actual, YOY %, Sell-In vs Sell-Out, Daily Sales Trends, and Market Contribution KPIs.
- Automated Power Query transformations to support daily refresh workflows.

- Implemented region-level RLS to restrict access based on territories and distributor zones.
- Optimized data model by removing redundant columns, reducing refresh time by 40%.
- Created executive-level KPI scorecards for leadership decision-making.

EDUCATION

Qualification	Specialization	Institute	Year	Grade
B Tech	<i>Mechanical Engineering</i>	Anil Neerukonda Institute of technology and sciences	2017-21	7.3 CGPA
Intermediate	<i>Physics, Chemistry, & Mathematics</i>	Sri Chaitanya Junior College	2015-17	82.7%
CBSC	-	BHPV Senior Secondary School	2015-16	7.0 GPA

CERTIFICATIONS

- Microsoft Power BI Data Analyst Associate - PL-300

ACHIEVEMENTS

- ***Star Team Award:*** Awarded in Jan 2024 for Successful implementation of Multiple Modernization Projects.