**Keerthi**

Mobile No: +91-9535493040 Email id: keerthib.472@gmail.com

**Profile Summary**

1. 5+ years of experience in data visualization using **Tableau** and Microsoft **Power BI** products.

* Technically hands-on experience on **Tableau Desktop, Tableau Server** and **Power BI.**
* Experience on gathering the requirements and translating end users requirements into effective and efficient reports.
* Expertise on understanding and writing DAX formulas in Power BI.
* Designing, building and deploying, publishing data analysis reports/dashboards for large volumes of data.
* Expertise on DAX Functions like Summarize, FILTER, CALCULATE, CALCULATETABLE, YTD, YEAR, MONTH, DATE, TIME, IF, AND, OR, etc.
* Sound knowledge in requirement analysis, designing, developing, implementing and executing an end to end project.
* Sound knowledge on all Tableau scenarios like Calculations, Filters, Actions, Parameters, Groups, Sets, Graph’s, Maps.
* Developed internal organizational product, integrating statistical and forecast models with data visualization front end to present results and visualize analysis.
* Mastered the ability to design and deploy rich Graphic visualizations with Drill Down and Drop-down menu option and Parameterized using **Tableau** and **Power BI**.
* Extensive knowledge in various reporting objects like Facts, Attributes, Hierarchies, Transformations, Filters, Calculated fields, Sets, Groups, and Parameters etc., in **Tableau** and **Power BI**.
* Expert in creating and developing Power BI Dashboards in to rich look.
* Hands on experience on publishing the reports into servers, managing the gateways.
* Worked with different data sources like Flat Files, SQL Database definition.
* Ability to work effectively in team environment and interact with all levels of management
* Having good Client Interfacing skills, Leadership skills.
* Strong analytic skills, self-driven, keen to learn and adopt new technologies and processes.

**Technical Skills:**

**Business Intelligence Tools :** Tableau Desktop, Power BI

**Servers** : Tableau and Power BI

**Databases** : MY SQL, Microsoft SQL Server and Teradata SQL Assistant

**Operating System**  : Windows 8, 10

**Professional Experience:**

Working for **Infiniti Research Pvt Ltd, Bangalore** from July 2019 to till date.

**Project Details:**

**Client: Infiniti Research**

**Description:** Infiniti Research is a strategic market intelligence firm that helps organisations resolve business issues, enhance organisational efficiency and develop sustainable growth strategies. Infiniti Research provide both off-the-shelf and tailor-made solutions for variety of business requirements including marketing, sales, procurement, strategy, M&A, and others.

**Responsibilities:**

* Working in coordination with Clients for feasibility study of the project in Power BI and drawing up the timelines as per project requirement.
* Prepare the project plan, data mapping documents, technical design documents and user guide lines.
* Gather the requirements, data and perform the data analysis and data cleaning using Power Query.
* Used multiple visuals like **Stacked Bar Chart, Donut Chart, Line and Clustered Column Chart, Pie Chart, Word Cloud Chart.**
* Created **interactions** from one page to another page.
* Used DAX calculations for creating custom calculated Measures.
* Expertise in **Power BI, Power BI Pro, Power BI Mobile**.

**Environment: Power BI Desktop, Power BI Services, Power BI Mobile, MYSQL and MS Excel**

**Client: AT&T**

**Description:** AT&T is an American multinational conglomerate holding company headquartered at Texas. It is the world's largest telecommunications company, the second largest provider of mobile telephone services, and the largest provider of fixed telephone services in the United States through AT&T Communications.

**Responsibilities:**

* Interact with the stack-holders, end users to gather the requirement, understand the nature of the client business, provide status on the current project
* Prepare technical design, data mapping, functional documents along with the project plan
* Develop Power BI reports & Effective dashboards after gathering and translating end user requirement.
* Developed visualizations using like Map, Single Card, Slicer, Pies, Donut Bar, Funnel chart, Tables, Matrix, Line chart, waterfall charts etc.
* Using Appending and DAX created custom visual called Clustered Stacked Bar and line chart.
* Performing calculations using DAX as per requirements.
* Generated Power BI Report with forecast.
* Comfortable in working with filters/calculated columns/measures/relationships and transformations of Edit Query section.
* Experience in creating Bookmarks.

**Environment: Power BI Desktop, Vertica and MS Excel**

**Client: Tele2**

**Description:** Tele2 communication is a telecommunications and multimedia operator based in Sweden. Focused on innovation and execution to meet the needs of the digital consumer. Tele2 Communication is organised by customer segments promoting collaboration between functions and platforms to ensure the best customer experience.

**Client: mBank**

**Description:** mBank(formerlyBRE) is Poland's fourth largest universal banking group in terms of total assets and loans, and fifth by deposits at the end of September 2016. It offers retail, corporate and investment banking as well as other financial services such as leasing, factoring, insurance, financing of commercial real property, brokerage operations, wealth management, corporate finance and advisory in the scope of capital markets.

**Responsibilities:**

* Responsible for understanding the business requirements for both technical and functional by going through the specifications and with inputs from business users and analysts.
* Analysed requirements for various reports, dashboards and created proof of concept / prototype of the same using Tableau desktop.
* Develop Tableau &Power BI reports & Effective dashboards after gathering and translating end user requirement.
* Designing, building and deploying data reports/dashboards for large volumes of data in Tableau &Power BI.
* Developed visualizations using Cross tables, Bar Charts, Pie Charts, Line Charts, Scatter Plots and Combination Chart, Filters, Drill Down, Hierarchies and Format, Calculated Columns and Custom Expressions etc.
* Used various reporting objects like Facts, Attributes, Hierarchies, filters, calculated fields, Sets, Groups, Parameters etc., in Tableau.
* Trouble Shooting, Performance tuning of reports and resolving issues within Power BI.
* Creating Tableau work-sheets/Power BI reports to meet customer requirement.

**Environment: Tableau, Power BI, MySQL, SQL Server and MS Excel**