Padmaja Gurram

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Profile Summary:

Skilled **Power BI Developer** with 3.3+ years of expertise in data analytics, visualization, and business intelligence. Proficient in designing interactive and insightful reports and dashboards using Power BI. Extensive experience in DAX, SQL, PySpark and Python. Demonstrated ability to transform raw data into actionable insights to support effective decision-making.

Technical Skills:

- Power BI
- DAX
- Power Query
- SQL
- SSAS
- PySpark
- Python

Concepts:

- Power Pivot
- Power View
- Power Map
- Power Query
- Data Warehousing
- Data Modeling, Visualization
- Data Analysis

Education:

B. Tech | Affiliated to JNTUK University| Computer Science and Engineering | 70% | March 2021

Professional Summary:

- Experienced Power BI Developer with a strong background in **end-to-end report development**, including **requirement gathering, report design, development**, and **publishing** to **Power BI Service**.
- Skilled in transforming **raw data** into **actionable business insights** through advanced **data visualization** techniques, **DAX calculations**, and **SQL-based data manipulation**.
- Proficient in **publishing, collaborating**, and **managing reports and dashboards** within **Power BI Workspace** to enable **data-driven decision-making**.
- Expertise in **developing, maintaining**, and **supporting operational reports** and **dashboards** that align with **business goals**.
- Strong experience working in **Agile environments**, collaborating with **cross-functional teams** to deliver **scalable data analytics solutions**.
- Hands-on experience creating reporting views using **SQL** in **Azure Data Bricks notebooks** to support clean and efficient data modelling.
- Proficient in **Power Pivot** for defining complex data relationships, including one-to-one, one-to-many, and many-to-many; designed star and snowflake schemas as required.
- Well-versed in writing **SQL** to extract and prepare data from multiple sources for report development.
- Advanced knowledge of **DAX** for creating **logical, aggregate**, and **time intelligence** measures tailored to business requirements.
- Created interactive reports in **Power View** by utilizing various visualization techniques such as **graphs, charts**, and **KPI cards**.
- Installed and configured **on-premises Data Gateways** to manage **dataset refreshes** and scheduled automatic updates in Power BI.
- Conducted **root cause analysis and debugging** to resolve report refresh failures and ensure data reliability.
- Contributed to **Microsoft Fabric migration** initiatives, including the successful transfer of over **150 notebooks** from **Azure Data Bricks to Fabric Notebooks**.
- Designed and deployed robust **semantic models** in **Microsoft Fabric**, enabling seamless data integration and a consistent user experience.

- Implemented both **import** and **Direct Lake models**, optimizing **performance** and **scalability** based on specific business use cases.
- Reconfigured existing **reports** and **dashboards** to utilize **Fabric-based semantic models**, ensuring data consistency and report accuracy.
- Developed and managed **CI/CD pipelines** to automate deployment of **notebooks, semantic models**, and **Power BI reports** across **development, test, and production** environments.
- Promoted **rapid and reliable report delivery** through **version control** and **automated release processes**, reducing **manual errors** and enhancing **deployment efficiency**.
- Utilized version control systems and automated **build/release** processes to maintain **code integrity** and **manage dependencies** throughout the deployment cycle.

Professional Experience:
Infosys | June 2022 to till date| CXA
Description:
Led the Customer Experience Architecture (CXA) project aimed at analyzing and optimizing Microsoft's customer support ecosystem by processing billions of telemetry events from diverse data sources including support websites, the Knowledge Management Ecosystem, community forums, and virtual agent interactions. Applied advanced data analytics, Power BI reporting, and visualization techniques to identify key trends, friction points, and improvement opportunities across both consumer and commercial support journeys. Generated actionable insights that improved support efficiency, enhanced customer satisfaction, and enabled delivery of faster and more personalized service experiences. Demonstrated the impact of data-driven decision-making in large-scale digital support systems, contributing to measurable improvements in customer engagement and operational performance.

Roles and responsibilities:
- Providing the updates and following up with client for requirements and translating them into technical specifications.
- Developed and maintained interactive dashboards and reports and Published into the Power BI workspace.
- Creating the relationship to the tables (Data modeling) and working on transformation of data in power query.
- Worked on creating reporting views in notebooks of Azure data bricks.
- Providing security to the Users for Specific Data using RLS in Power BI.
- Taking the Requirement from team, analyzing the Data and rectifying the issues.
- Executed complex SQL queries to manage and manipulate datasets
- Individually created comprehensive customer experience dashboard to track key metrics and KPIs.
- Working with fabric migration team.
- Improved report performance through optimization techniques in DAX and data load strategies.
- Performed detailed testing of filters, slicers, drill-throughs, and conditional formatting.
- Written simple and complex DAX calculation as per the requirement to calculated columns and measures using
- Time intelligence Functions (YTD, QTD, MTD, etc.)
- Filter Functions (FILTER, ALL EXCEPT, ALL Selected) Logical functions (AND, OR, SWITCH, IF, etc.)
- Text functions (LEFT, RIGHT, CONCATENATE, Lowered)

Certifications:
- Microsoft Certified Azure Fundamentals (DP-900)
- Infosys Certified Data Analyst Associate (PL-300)