

# Parthasarathy Varatharajan

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## PROFESSIONAL SUMMARY

Strategic Senior Power BI & Data Warehouse Architect with 23+ years of experience delivering enterprise-scale BI platforms, modernizing legacy systems, and enabling data-driven decisions. Expert in Power BI, Azure, and data architecture, with proven success in scaling analytics solutions to thousands of users globally.

## CORE COMPETENCIES

Power BI Architecture | DAX | ETL Design | Azure Synapse | Data Modeling | Row-Level Security (RLS) | Semantic Model | Data Visualization | ADF | SQL Server | Data Governance | DevOps for BI | Agile Delivery | Microsoft Fabric

## TECHNICAL SKILLS

Business Intelligence: Power BI, SSIS, SSAS, SSRS

Data Modeling & ETL: ADF, ERwin, ER Studio, MS Visio

Databases: SQL Server, Oracle, Azure SQL

Cloud Platforms: Azure Synapse, Databricks, Logic Apps, Power Automate

Languages: T-SQL, DAX, MDX, Python, PySpark

Visualization: Tableau, QlikView

## PROFESSIONAL EXPERIENCE

### Sr. Technical Architect — Hexaware Technologies | Chennai

September 2017 – Present

- Architected and scaled a centralized enterprise data warehouse integrating 5+ source systems, enabling 2,000+ business users to access trusted insights and reducing manual reporting effort by 70%.
- Designed and delivered 40+ Power BI dashboards powered by tabular semantic models and DAX, driving real-time visibility for executive leadership.
- Implemented governance frameworks (RLS, workspace management, lineage tracking) ensuring regulatory compliance and consistent data quality.

- Partnered with business stakeholders to accelerate self-service analytics adoption and improve decision-making speed.

#### Key Project Highlights:

- Kirkland & Ellis (USA): Migrated 200+ SSRS reports to Power BI semantic model, shortening report delivery by 60%.
- Ernst & Young (USA): Optimized ETL pipelines using SSIS and ADF, cutting refresh time by 45% and improving data reliability.
- Chaucer (UK): Tuned SSAS cubes, increasing query performance by 35% and boosting reporting efficiency.
- Talbot (UK): Built Tabular DirectQuery models for near real-time insights on operational KPIs.
- Deutsche Bank (UK): Integrated Collibra for data lineage and governance, enhancing audit readiness and compliance.

### **MSBI Consultant — Synechron Inc | USA**

November 2016 – May 2017

- Engineered a compliance-grade DataMart with star schema for Wells Fargo, accelerating regulatory reporting by 35%.
- Streamlined ETL processes with SSIS and automated scheduling, cutting deployment failures by 50% and improving operational stability.
- Enabled cross-functional reporting through dynamic SSRS dashboards, reducing turnaround time and improving stakeholder visibility.

### **Technical Architect — Hexaware Technologies**

June 2015 – May 2016

- Modernized policy administration systems for Trustmark Insurance, enhancing reporting agility and system performance.
- Developed a greenhouse gas reporting DWH for UNFCCC, ensuring global compliance with environmental reporting standards.
- Shortened reporting cycles from 5 days to 1 day by optimizing data models and automating data pipelines.

### **Sr. Technical Lead — HCL Technologies**

March 2010 – May 2015

- Led enterprise BI transformations for Pfizer and NJM Insurance Group, delivering scalable Datawarehouse and MSBI solutions.
- Architected and optimized SSAS cubes for high-volume transactional data, increasing reporting

speed and accuracy for global stakeholders.

- Automated repetitive reporting workflows, saving 800+ analyst hours annually and improving data consistency.
- Championed governance and best practices, ensuring alignment with enterprise data strategy.

## **Earlier Experience (2002 – 2010)**

Software Engineer to BI Lead — Cambridge Solutions | Coastal Training Technologies | Aadithya InfoPark

- Delivered early-stage BI and reporting solutions using SSRS, SSIS, and DWH technologies.
- Migrated legacy reporting systems to modern BI platforms, improving performance and usability for 300+ business users.
- Collaborated cross-functionally to improve data accuracy and reporting speed, driving better operational decision-making.

## **EDUCATION & CERTIFICATIONS**

MCA – University of Madras | B.Sc. Mathematics – SCSVMV University

Microsoft Certified: MCP | MCSA | MCSE – SQL Server BI Stack

Collibra Certified (Data Steward, Developer, Platform Admin, Expert)

## **AWARDS**

- HCL ETS BIS Innovative Award (2011)
- MindBender Award (2012)
- Out-Performer Award (2012)

## **SOVEREIGN CONTRIBUTIONS**

- Streamlit Dashboard: <https://cppsarathy.streamlit.app>
- Visionary GitHub Projects: <https://github.com/ParthasarathyJP/Blueprint>