

PROFILE SUMMARY

- Senior BI Consultant throughout 9.1 Yrs. experienced in Data Migration and Handling E2E BI Requirements.
- Supervised the BI Process as Part of peer's Client meetings, Report development, Reviews, Delivery and Iterative changes
- Worked through Procurement, Production Cost, Campaign Marketing, HR Analytics and Airline Industry Data analytics.
- Worked on Data Migration tasks like Copy data from On-Premises sources to MS Fabric artifacts.
- Proficient in Power BI. Have overview knowledge on MS Fabric and SQL Scripts.

RELAVENT COURSE WORK

- | | | | | |
|--------------------------|--------------------|---------------------|------------------------|---------------|
| ○ Clients contacts/meets | ○ Data integration | ○ Data wrangling | ○ Clients' UAT reviews | ○ KT to Peers |
| ○ Requirement Gathering | ○ Data cleansing | ○ Visualization | ○ Production Delivery | |
| ○ Requirements analysis | ○ Data modeling | ○ RLS/Data security | ○ Workspace regulation | |

EXPERIENCE

NEUREALM PRIVATE LIMITED (Formerly GAVS/GS Labs) **02/2024 – 02/14/2025**

SR BI Consultant/ Lead BI Developer: Worked on Airline Industry Data Analytics & MS Reports Data Migration Chennai

- Data Migration : Migrated On-Premises Data to MS Fabric Lakehouse/Warehouses.
- Data Modeling : Crafted Semantic Models with required data model along with report specific measures.
- Reports Requests : Participated in client's meetings and gathered client's requirements.
- Data Integration : Integrated client data from SQL Server to Databricks Tables.
- Data Wrangling : Prepare the Final data from Golden layer data with added calculated columns and measures.
- Reports/Changes : Developed mock-ups-based reports consist on with comparative, Trends, and distributed analysis visualizations.
- UAT/Delivery : Published reports to Peer/UAT client reviews for further suggested changes.
- Performance Tune : Set standard performance optimized steps for all reports in process

PUBLICIS SAPIENT

07/2021 – 05/2023

SR Analyst: Worked on Marketing campaigns, Production Cost& Revenue and HR Analytics Bengaluru

- CRM : Participated in discussions with clients and stakeholders to understand project requirements.
- Data Integration : Integrated data from SQL Server, Snowflake, SharePoint and Azure Blob storage.
- Data Cleansing : Processed data through ADF-Power Query pipelines and Power BI service dataflows.
- Reports : Developed reports with various charts such as distribution, comparison, and composition.
- Iterative Changes : Implemented iterative changes based on stakeholder feedback.
- Team Supervision : Led and Acting TL and supervised peer's reports and taken KT sessions/Documents.
- Process Optimization : Automated Excel-based workflows across multiple projects using data flow queries.
- Performance Tuning : Set standard performance optimized steps for all reports in process.

I.S.G (Formerly TPI Advisory Services India Private Limited)

07/2017 – 10/2019

Analyst: Worked on Procurement Reporting & Supporting for Operations on PRs & GRs/SEs Bengaluru

- Data Preprocessing : Received procurement data and prepared master production data file.
- Reports/Dashboards : Prepared analytical visualizations and shared with clients.
- Quality Assurance : Cross checked procurement entries done by operation team.

A.C.G PRORELSYS PVT LTD

05/2015 – 12/2016

Senior Associate: Worked on Invoices/Payment Reporting Hyderabad

- Data Preprocessing : Received procurement data and prepared PO Packets and master production data file.
- Reports & Dashboards : Prepared analytical visualizations/Reports/Dashboards and shared with clients.

IBM INDIA PVT LTD

04/2013 – 04/2015

Process Associate: Worked on Travel Management Reporting Bengaluru

- Bills Validation : Received travel data and prepared master production data file.
- Prepared Reports : Prepared day to day teams' production reports.
- Ad-Hoc Reports : Received procurement data and prepared master production data file.

ACADEMICS

M.B.A	JNT University-A. P	May 2012	75.00%
B. Com	S V University-A. P	May 2009	56.25%

TOOLS EXPERTISE

- | | | | | |
|----------------------|-------------------|---------------------|--------------------|-----------------------|
| ○ SQL Native Queries | ○ DAX/Power Query | ○ PBI Data Modeling | ○ Power BI Reports | ○ Process Supervision |
|----------------------|-------------------|---------------------|--------------------|-----------------------|

EXPERIENCE IN DETAIL

Through 9.1 Yrs. Experience in Data Analytics, I came through some of below of tasks in every of individual projects and now I am proficient with below all tasks in further new projects. Have a good Client contacts/ stakeholder management and internal team mentoring skills

1. Data Migration

- Define Architecture Map : Prepared Data Migration Architectural Flow Map on how data copies from On-Premises to Fabric
- Create Fabric Artifacts : Prepared Artifacts like Lakehouse, warehouse and semantic models
- Data Copy : Created pipelines with Copy Data/Dataflows activities for copy data between each fabric artifacts

2. Report Architecture Design

- Define Data Strategy : Develop and define data architecture strategies based on business reporting requirements.
- Design Reports : Create and design Power BI Reports to meet specific business requirements.

3. Data Analysis and Visualization

- Analyze Data : Interpret complex data sets to create clear and actionable visualizations and reports.
- Data Modeling : Create Data Models in Power BI with appropriate schemas/cardinalities/Joins.
- Develop Reports : Build reports that provide insights into business performance and support decision-making.

4. Collaboration and Communication

- Meet with Stakeholders : Work closely with cross-functional teams to understand report needs and gather requirements.
- Provide Technical Support : Offer technical expertise and recommendations for data management and improvement.

5. Implementation and Maintenance

- Deploy Dashboards : Implement and deploy dashboards into production environments.
- Maintain Systems : Conduct regular maintenance checks on reports, sorting issues, and ensure everything runs smoothly.

6. Compliance and Security

- Workspace Management : Creation/ Access management and Capacity regulations of the workspace with RLS security.


7. Continuous Improvement

- Optimize Performance : Work on performance tuning and optimization of dashboards and reports.
- Stay Updated : Keep up with the latest Power BI features and best practices to continuously improve the BI solutions.

8. Documentation and Training

- Document Changes : documentation of changes and procedures for moving code changes from development to production.
- Provide Training : Offer training and support to users to help them effectively use Power BI dashboards and reports.

EXPERIENCE - 5 - NEUREALM TECHNOLOGIES – CHENNAI

	Company	Neurealm Technologies
	Responsibilities:	BI Analytics/ Reporting
	Tools	Power BI, Python-PySpark, MS Fabric, Fabric Data modeling (Star, Snow flake and Hybrid schemas)
	Environment	Agile-Scrum /Kanban Boards
	Role	Senior BI Consultant- BI Reporting
	Period	Feb- 2024 to Feb-2025

Project-2 – PoC Project - Data Migration to MS Fabric from On-Premises sources

- Artifacts creation : Created MS Fabric artifacts like Lakehouse, warehouses and semantic model
- Data Ingestion : Created Fabric Data Factory /Pipelines for On-Premises data copy to Fabric Artifacts like Lakehouse
- Data Cleaning : Clean the data from Lakehouse and copy it to warehouses through Dataflows Gen 2
- Data Model : Created data Semantic model with added required tables and created report specific measures on it
- Reports : Created & Delivered Reports based on the semantic model through Direct Lake connection

Project-1 – Data Analytics & Insights – Airlines Data

Responsibilities:

Worked on below E2E BI Reports phases and supervised peers reporting tasks.

- Reports Requests: Participated in client's meetings and gathered client's requirements.
- Data Integration : Integrated client data from SQL Server to Databricks Tables
- Data Cleansing : Transformed data to aligned to Data warehouses.
- Data Wrangling : Prepare the Final data from Golden layer and connect to Power BI model in in import/Direct Lake/Composite models.
- Reports/Changes : Developed mock-ups based on clients' requirements with comparative, Trends, and distributed analysis visualizations.
- UAT/Delivery : Published reports to UAT workspace for client review and later to production workspaces with suggested changes.

EXPERIENCE - 4 - PUBLICIS SAPIENT - BENGALURU

	Company	Publicis Sapient (Contract Role-Behalf of CADMAXX solutions Pvt Ltd)
	Responsibilities	B.I. Reporting on Media Analytics Projects, Company's Revenue/Production data
	Environment	Agile-Scrum Management
	Tools	Power BI, Snowflake, SharePoint, Azure Data blobs, WEB and SQL server
	Role	Senior BI Analyst on Marketing Campaign Analytics
	Period	Jul- 2021 to May-2023

Project-5— Reports Optimization

Worked on a two large process excel reports to make it automate through PBI data flows for save 60% of human efforts.

Project-4 : HR Analytics – Bench Data

Management had a plan to create a model like integrating employee bench data file from all HR people throughout company global offices and uploading to Azure file explorer and then to Power BI report. I went through below tasks.

Data Integration : Received employee bench data through excel files and uploaded to Azure file explorer.
Data Cleaning : Integrated excel files to Power query and made required transformations.
Reporting : Prepared visualizations on weekly present and arriving people values, weekly vacant positions, Comparison of bench people and vacant positions based on Geographical/Project/Skills.
Delivery : Published and taken care of Workspace/RLS access.

Project-3 : HR Analytics – Skills Matrix

Management had a plan to create a model like getting employees skills data such as their primary and secondary skills to estimation for all future projects requirements and must get a view for which skills should ask them to learn.

Data Integration : Received employee bench data files through box folders and copied those to desktop folder.
Data Cleaning : Integrated excel files to Power query and made required transformations.
Reporting : Prepared visualizations on present skills, planning skills by project/Geo based.
Delivery : Published report to production and taken care of Workspace/RLS access.

Project-2 : Production Analytics – 3 Revenue/1 production cost reports.

Management had a plan to create a model like getting production revenue data monthly once and visualized it through Power BI


Data Integration : Getting global markets data from SharePoint to PBI-dataflows for schedule refresh.
Data Cleaning : Created PBI-dataflows for required transformations and imported it to PBI Report.
Reporting : Prepared visualizations of revenue data Geog wise, Project wise and top/Bottom n markets
Delivery : Published report to production and taken care of Workspace/RLS access.

Project-1 : Campaign Markets Analytics – 3 reports.

Prepared 3+ campaign marketing reports based on marketing data using data sources of snowflake, SQL server and azure Blob storage.

Data Integration : Getting clients data from snowflake, SQL server and azure Blob storage to PBI-dataflows.
Data Cleaning : Created PBI-dataflows for required transformations and imported it to PBI Report.
Reporting : Prepared report on campaign cost, sales, project wise cost vs sales and with KPIs like CPM, CPC.
Delivery : Published report to production and taken care of Workspace/RLS access.

EXPERIENCE - 3 - ISG- INFORMATION SERVICE GROUP

	Company	ISG (TPI Advisory Services India Pvt. Ltd)
	Responsibilities:	BI Analytics/ Reporting
	Tools	ADF, Power BI, Tableau, Advance Excel and Service Now
	Role	Analyst - BI Reporting
	Period	Jul- 2017 to Oct-2019

Worked on Senior Analyst-IC on Campaign Marketing, Production and HR Analytics using tools as Power BI and SQL with the

PROJECT-3 – PROCUREMENT ANALYTICS

Worked on Clients procurement data-PRs, RFQs and GRs as per below tasks.

Data Integration : Prepared excel master file based on raw data received from multiple procurement teams.
Data Cleaning : Integrated master data file and dependent excel files to Power query for transformations.
Reporting : Prepared visualizations all PRs, RFQs and GRs data insights like based on projects, work orders
Delivery : Published and taken care of Workspace/RLS access.

PROJECT-2 – CONTRACT ANALYTICS

Worked on Clients contract management data like all contracts Contract Requests, contract changes and SOWs data and contract due data.


Data Integration : Data received through mails and moved to desktop flat files there to imported to power query.
Data Cleaning : Integrated contract data files to Power query for transformations.
Reporting : Prepared visualizations all insights of contact dates wised, sow wised and project wise insights.
Delivery : Published and taken care of Workspace/RLS access.

PROJECT-1 – PAYMENT ANALYTICS

Worked on employee's payments reporting of as per their SOW and forwarded to clients.

Data Integration : Data received through mails and moved to desktop flat files there to imported to power query.
Data Cleaning : Integrated contract data files to Power query for transformations.
Reporting : Prepared visualizations all insights of payments based on projects, work orders
Delivery : Published and taken care of Workspace/RLS access.

EXPERIENCE - 2 - ACG PRORELSYS PVT LTD


	Company	A.C.G Prorelsys Pvt. Ltd
	Responsibilities:	Reporting, Quality Check
	Environment	Tableau and Advance Excel
	Role	Senior Process Associate on Reporting
	Period	May-2015 to Dec-2016

Project-1 : Project Invoices Status Reporting

Worked on Clients invoices status of payment reports and ad hoc project completion reports.

Data Integration : Received invoice copy and payments data through mail and copied it to desktop excel files and make append all files to single and used it into Tableau.
Reporting : Blended all excel files into tableau and used it for make dashboard with project wise and workorder insights.
Delivery : Sent the Project wise completion reports value screen shots and weekly once shared the Tableau dashboards through SharePoint.

EXPERIENCE – 1 : IBM INDIA PVT LTD

	Company	IBM India Pvt. Ltd
	Responsibilities:	Travel Management
	Environment	MS Excel and Travel & Expense systems
	Role	Process Associate
	Period	Apr-2013 to Apr-2015

Project-1 : Travel Management Reporting

Worked on Clients Travel Bills reporting through SAP & MS Excel.
Received travel bills from SAP Tool, prepared excel reports and sent to clients based on pre-defined formats with pivots and charts

ACADEMIC PROJECT

Title	: A Study on “Working Capital Management”
Company	: V.S.T Tillers and Tractors Ltd-Bengaluru
Description	: It is an Academic Project in MBA on Analysis of working capital management Through comparison of Balance sheets and Ratio analysis
Duration	: 30days (Apr 12th, 2012 - May 15th, 2012)
Site	: On-site – Bengaluru Plant

RECOGNIZATIONS

🏆 Nominated for Client Delight Employee award of the Quarter	Q3 - 2024
🏆 Nominated for Best Performer of the Quarter award	Q1 - 2019
🏆 Received Debuted Best Performer award of the Quarter	Q3 - 2018
🏆 Received Star performer of the month award	Dec- 2018

REFERENCES:	PURUSHOTHAM DH (Place:)
✓ All Educational and Experience certificates can available upon request	(Date :)