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Summary

Working as a Power BI developer with experience in designing, developing, and implementing data and analytical solutions. Exceptional skills in ETL Process (M Query/Power BI Power Query), Power BI Data Modelling, DAX (Data Analytical Expression in Power BI Desktop), and Data Analysis/Reporting with Power BI, UI/UX experience. Strong understanding of SQL (On Premises and Cloud with Azure Platform) and relational databases. I have leveraged my Power BI experience and expertise to contribute towards numerous projects, helping organizations to achieve the business goals of decision-making process through the Power BI reporting, Power BI dashboards, and Power BI Apps.

Areas of expertise

<ul style="list-style-type: none">• SQL Server (SSMS)• Power BI Power Query (M Query)• Power BI Data Modelling• DAX (Data Analytical Expression)• Power BI Reporting• Paginated Reports• Excel (Data Validation)	<ul style="list-style-type: none">• Optimization Apps for Power BI Model (DAX Studio)• Power BI Services (Collaboration and Sharing)• Power BI Dataflows• RLS (Row Level Security)• Power BI AI and Custom Visuals• Deployment Pipelines (Power BI Services).• Gateways (Standard and Personal)
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Key Clients

Client: Watkins Wellness (Freight Analysis)

Program Objective: Create new business- oriented Power BI Reports, Power BI Dashboards and Power BI Apps for the TRUCK and TRAX logistic systems generated data, stored at central repository (Azure Synapse).

- Working with data sources like **Azure Synapse, Share Point Location, and the Power BI Dataflow.**
- Handling the **ETL process** for the **Power BI dataflows** and **Power BI reporting dataset** using functions in the **Power BI Power Query** like **merging, appending, pivot/unpivot, grouping, indexing, custom and invoke functions, parameters, referencing, splitting etc.**
- Creating the **Power BI Dataflow** for the most used table as **the central transformed respiratory at the Power BI Services** for the reducing the data model size and storage size.
- Creating and maintaining the **data model (schemas)** of reporting dataset based on the scenarios and business needs **for achieving better performance and proper filter propagation of data.**
- Developing insights and reporting pages using some business needed **Power BI DAX functions (Time Intelligence, Aggregation, Logical etc.), Native, Custom and AI Visuals (Forecasting)** in the **Power BI Desktop** on the transformed and modeled dataset.
- Creating the basic **paginated report** for the logistic data for tracking the activity in the well fitted single sheet using **Power BI Report Builder** and **published it on the Power BI Services.**
- Collaborating and sharing the developed and tested **reports, dashboards, and Power BI apps** of each environment (Dev, Test and Prod) with end users on the workspaces using securities (**RLS**) and **alerts (Dashboard Alerts)** through **Power BI Service (Cloud BI Platform).**
- Preparing the **technical documentation for error handling, general guideline of refreshing and procedure of using all the developed and production ready reports, dashboards, and Apps on Azure DevOps (Wiki) and Share Point Platform.**

Client: Watkins Wellness (Sales Analysis).

Program Objective: Creating the business-oriented power bi reports and power bi dashboards with alerts for the Watkins sales department using the Power BI stack (Power BI Desktop and Power BI Services).

- Fetching the transformed data in the form of **different views from the Azure Synapse data warehouse for each environment (Dev, QA, and Prod) in Power BI.**
- Using the **Power BI Power Query for reshaping the data** for specific business requirements and needs using some **available logical functions and M code in the editor.**
- **Create and maintain the futuristic Power BI data modeling in the different layout** format for better readability and understanding as per the different business scenarios.
- **Optimize the performance of the create Power BI Data model and Power BI Reports** (created using Power BI Visuals) using some techniques like **Query folding, Query diagnostics, hierarchy creation, performance analyzer, variable usage in DAX, External tool like DAX Studio, Bravo (SQLBI) etc.**
- Writing the **well formatted DAX in the form of measure, columns, and table for the historical and forecasted business scenarios** using the series of functions available in the Power BI Desktop.
- **Creating the set of Power BI reporting pages** using visuals like **statistical visual charts, distribution charts, matrix and tables, AI visual and forecasting techniques** (constant line, forecast line) etc.
- Collaborating the Power BI Reports and Power BI Dashboards with the sales team on the **different environment workspaces like Dev, QA, and Prod using the Power BI Services Platform.**
- Preparing the **enterprise documentation like ERD, STM, Data Dictionary and Usage Guide** of the sales phase at the stage of closure of project and **published it on the Azure Wiki.**

Client: T-Mobile (USA)

Program Objective: Creating collaborating insights, Power BI Reports, and Power BI Dashboards for the customer services and sales department of the organization using Power BI Desktop and Services Stack.

- Working with on premises data sources like **SQL Server databases (On-Premises), Share Point Location, and Excel for gathering and validating the data.**
- Writing **SQL Scripts for creating and validating objects such as views, common table expressions (CTEs), sub-queries, stored procedures, multiple Joins etc. at the SQL databases using SSMS.**
- Perform **Power BI data profiling/column profiling** (to understand data in statistical representation manner), and **data transformation (ETL) in Power BI Power Query Editor for achieving better data integrity and great performance of the Power BI data model in Power BI Desktop.**
- Utilizing **Power BI Power Query and M Language transformation functions like group by, conditional columns, split functions, unpivot/pivot, errors and duplicates handling, parameters, custom and invoke functions etc. in ETL Process.**
- Handling **Power BI Data Modeling (Schema Patterns)** of well-structured data, **creation of the DAX functions using variables for great Power BI model performance.**
- Extensive use of **DAX (Data Analysis Expressions) functions like time intelligence, aggregation, logic etc. in the form of measures, columns, and tables in the data model for efficient data visualization.**
- Creating report using different Power BI visualization like **native visuals, AI visuals, custom visuals, and forecasting techniques etc. like Bar Charts, Pie Charts, Line Charts, Variance Chart, SPCs, Cards and Slicers, etc.** as per business needs and requirement from data and stakeholders.
- Sharing **Power BI reports, Power BI dashboards and created Power BI Apps with the large group of people or an entire organization** at the workspaces with the **row-level security assigned to it on services (Power BI Cloud Platform).**

Education

- B.E (Civil Engineering) from Savitribai Phule Pune University, Pune