**SANTOSH KUMAR SHETTY**

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**PROFESSIONAL SUMMARY**

Lead BI Architect / Senior Power BI Developer with 10+ years of experience in delivering enterprise-grade Business Intelligence solutions across finance, supply chain, healthcare, and legal domains. Expertise in **Power BI, SQL Server, SSRS, ETL pipelines, and advanced DAX**. Proven ability to architect BI platforms, optimize data models, and transform raw data into actionable insights. Strong background in **stakeholder engagement, data governance, and team mentoring**.

**CORE COMPETENCIES**

* BI Tools: Power BI (Desktop & Service), SSRS, SSAS
* Data Handling: SQL Server, MySQL, Sybase, T-SQL, Data Modelling
* ETL & Reporting: ETL Pipelines, DAX, Power Query, Paginated Reports
* Performance Tuning: Query Optimization, Indexing, Execution Plans
* Business Skills: Business Analysis, Stakeholder Collaboration, Project Management (Zoho)
* Other Tools: Zoho Projects, GitHub, SQL Profiler

**PROFESSIONAL EXPERIENCE**

**Lead Engineer / Lead Software Developer**

Encora Innovation Labs | 2024 – Present

* Architected enterprise BI solutions integrating diverse data sources.
* Developed SSRS and Power BI reports for billing, budgeting, and tracking.
* Optimized ETL pipelines for efficient data flows and reporting.
* Collaborated with business users to deliver actionable insights.

Tools: SQL Server, SSRS, SSMS, Power BI, DAX, T-SQL, SQL Profiler

**Senior Power BI Developer / Architect**

Leapsurge Business Innovations Pvt Ltd | 2019 – 2024

* Built Power BI dashboards for Finance, Inventory, and Sales analytics.
* Implemented advanced DAX and data models for KPI tracking.
* Translated requirements into scalable BI artifacts.
* Mentored junior BI developers and enforced BI standards.

Tools: Power BI, Power Query, DAX, SQL, Relational DBs, Zoho Projects

**Software Engineer (SQL Developer)**

C-Square Info Solutions Pvt Ltd | 2015 – 2019

* Maintained complex SQL queries, procedures, and triggers for pharma analytics.
* Created client-specific dashboards and custom reports.
* Improved query performance through tuning and indexing strategies.

Tools: SQL Server, Sybase, T-SQL, Pharma Analytics

**EDUCATION**

* M.Tech in Computer Science – Rajeev Institute of Technology (2013 – 2015)
* B.E. in Computer Science – Dayanand Sagar College of Engineering (2009 – 2013)

**CERTIFICATIONS**

* Generative AI Certifications on Coursera: LLMs, Prompt Engineering, Team Software Engineering with AI etc.

**PROJECT HIGHLIGHTS**

**BBA Analytics | Jan 2025 – Present | Encora Inc.**

**Objective: BI solution to streamline financial and operational insights for legal & professional services.  
Key Responsibilities:**

* Designed Power BI dashboards & data models for billing, collections, profitability metrics.
* Integrated Aderant Expert with Billblast & other sources.
* Built advanced DAX KPIs (billing turnaround, WIP analysis, realization).
* Optimized ETL pipelines with SQL stored procedures & scheduled dataflows.
* Partnered with finance & operations teams to align KPIs with business goals.
* Implemented Row-Level Security (RLS) for financial confidentiality.
* Delivered self-service BI with drill-down to matter & client level.  
  Technologies: Power BI, SQL Server, DAX, Aderant Expert, Billblast, Power Query (M), Dataflows, Excel, GitHub

**Project Athena | Jun 2024 – Dec 2024 | Encora Inc.**

**Objective: Delivered high-performance operational & financial reports for a global legal services client.  
Key Responsibilities:**

* Designed paginated reports in Power BI Report Builder.
* Wrote optimized SQL queries, views, stored procedures for Aderant datasets.
* Applied indexing, query tuning, and execution plan optimization.
* Collaborated with finance teams for pixel-perfect reporting layouts.
* Integrated multiple sources ensuring data consistency.
* Secured report access to protect sensitive information.  
  Technologies: Power BI Paginated Reports, SQL Server, SSRS, T-SQL, Aderant Expert

**LS BI ETL | Jun 2019 – May 2024 | Leapsurge Business Innovations**

**Objective: Comprehensive BI suite for pharmaceutical clients.  
Key Responsibilities:**

* Designed Power BI dashboards for sales, production, inventory, quality.
* Built and maintained ETL pipelines into central warehouse.
* Optimized SQL queries, stored procedures for performance.
* Applied indexing, execution plan tuning for faster loads.
* Defined KPIs & reporting standards with business teams.
* Implemented Row-Level Security (RLS) for compliance.
* Conducted UAT and trained users for adoption.  
  Technologies: Power BI, SQL Server, SSRS, SSAS, Power Query, Dataflows, Excel

**Ecogreen ERP | Aug 2015 – Jun 2019 | C-Square Info Solutions Pvt Ltd**

**Objective: Enhance reporting & database performance for ERP in pharma retail.  
Key Responsibilities:**

* Developed reports for sales, inventory, retail operations.
* Led Sybase ASE optimization (indexes, tuning).
* Built ETL processes for ERP integration.
* Designed procedures, triggers, views for analytics.
* Ensured compliance with pharma reporting standards.
* Conducted data quality checks for accuracy.  
  Technologies: Sybase ASE, T-SQL, ETL, Excel

**Go4Plus ERP | Aug 2015 – Jun 2019 | C-Square Info Solutions Pvt Ltd**

**Objective: Enhance ERP for pharma manufacturers, distributors, and C&F agents.  
Key Responsibilities:**

* Built reports for production, stock, invoicing, logistics.
* Optimized database schema for high transaction volumes.
* Developed ETL integration with downstream systems.
* Automated workflows with stored procedures & triggers.
* Improved report speed via indexing & tuning.  
  Technologies: Sybase ASE, T-SQL, Stored Procedures, Excel

**PharmaAssist ERP | Aug 2015 – Jun 2019 | C-Square Info Solutions Pvt Ltd**

**Objective: Optimize ERP for retail & supply chain reporting.  
Key Responsibilities:**

* Created reports for sales, suppliers, purchase orders, KPIs.
* Optimized database design & queries for high volume.
* Built ETL pipelines to BI/reporting systems.
* Developed procedures, triggers, and indexing strategies.
* Performed validation & quality checks.  
  Technologies: Sybase ASE, T-SQL, Stored Procedures, Views, Excel

**LANGUAGES**

* English – Fluent
* Hindi – Fluent
* Kannada – Fluent