**Monika Zutshi**

**Sr. Power BI Developer**

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**PROFESSIONAL SUMMARY**

* Around **10 years** of experience in IT as BI Developer and Data Analytics. Expertise in Power BI, Power BI Pro, SSRS.
* Strong Understanding in Power BI on import, shape and transform data for business intelligence, visualize data,
* Schedule automated refresh of reports.
* Experience in ability to identify business needs and develop valuable solutions to drive accuracy and process efficiency.
* Experience in Power BI Desktop, Power BI services and Power BI report builder.
* Developed Complex SQL queries using Common Table Expressions (**CTE**), Temporary Table and Stored Procedure.
* Experience in writing **DAX** (Data Analysis Expression) while creating measures, Custom Calculated Columns etc. as per business needs.
* Experience in Sync Slicers, Buttons, Bookmarks in Power BI.
* Implemented **RLS** (Row Level Security) on reports by using Manage Rols and adding users into those roles in Power BI Service as per business requirements.
* Passionate about going the extra mile to ensure the user is satisfied with product provided. Some accomplishments include early product delivery, code optimization and report efficiency.
* Experience in Publishing to Power BI Service and giving access control of reports to various departments for business use.
* Experience in applying **Drilldown, Drill up, Drill through and Tooltip** Approaches in Power BI.
* Knowledge of Data Transformation of Power BI like Append Queries**, Merge Queries**, Group By, Conditional Column.
* Experience of migration project from **SAS to SSIS** to create uninterrupted reporting.
* Experience in using MS SQL Reporting Services (SSRS) for generating Matrix, Drill down, Paginated, Parametrized reports.
* Knowledge of Agile Software Development Methodology **(SCRUM**) and worked as cross functional with other pods.

**EDUCATION**

* Bachelor’s degree in computer engineering from University of Pune with 65%.

**TECHNICAL SKILLS**

* CALLMINER (SPEECH TOOL)
* Base SAS
* SQL
* MICROSOFT POWER BI
* MICROSOFT WORD, EXCEL, OUTLOOK, VISIO
* DAX/MDX
* SSRS, SSAS, SSIS
* Data Visualization/Modelling
* JIRA Scrum Board/ Confluence Page

**PROFESSIONAL EXPERIENCE**

**Client: UBS, Chicago, IL Jun 2022 - PRESENT**

**Role: Sr. Power BI Developer**

**Project: MARS (Market Risk Reporting System)**

**Project Description:** A robust and user-friendly system for creating reports and performance check across various regions. Categorization of reports include Data frame, Regulatory, Custom reports etc. in multiple formats as per stakeholder’s needs. Users will also be able to compile and export insightful reports from UI and check for node closure performance. Users will be able to assess overall market risk via reports.

**Responsibilities**

* Working with **UBS** (Union Bank of Switzerland) for development of interactive reports and dashboards.
* Developed multiple customized dashboards and reports using **Power BI and SSRS** to provide visibility to users about the current bank trends and states.
* Assess, identify and report Market Risk both for Trading and Banking Book.
* Collaborated with users to develop Data frame, non-Data frame, FINMA Regulatory reports to visualize data across APAC, EMEA and AMER regions.
* Daily Sanity checks in APAC time zone to ensure all systems, servers, UI are up, and jobs are running in job activity monitor.
* Run/modify mandatory SQL queries to check for **COB switch, SOD and VAR systems.**
* **SQL** query creation, optimization and reporting for MAS Automation Template.
* Support for Ad hoc issues and impediments whenever issues in Production in EMEA time.
* Created mini cubes on **MARS UI** to pull the data for report development.
* Generated various Daily/Weekly/Monthly/Quarterly reports depending on the user's requirements.
* Created and managed user stories in **JIRA** including defining acceptance criteria and ensuring alignment with business requirements.
* Sprint Planning sessions detailing about usage of JIRA to prioritize and allocated tasks, estimate effort and set sprint goals.
* Monitor, troubleshoot and resolve issues for deployed reporting solutions.
* Created power bi reports by using Joins in multiple tables from multiple databases using SQL Queries.
* Developed Reports and extracted in different formats like Excel, pdf using **DAX and MDX** as per user needs.
* Paginated Reports using SSRS and Dashboards using Power BI report builder and uploaded on On-prem server.

**Environment:** On prem Report Server, Power BI, SSAS

**Client: Encore Capital Group, Gurgaon, IN Jul 2015 -Apr 2022**

**Role: Power BI Developer**

**Project Description 1:** CallMiner, a Speech Analytics tool being used to analyze customer interactions and recorded conversations and identify patterns, sentiments and areas for improvement in established interactions. This helps Operations and organization to enhance customer experience and optimize communication strategies based on the data from voice interaction. Developed various reports and dashboards to help Operations/Users to get an insight about total call volume, consumer behavior like Chatty Cathy; factors influenced for the behavior and situations like Hardships, SSI, Laid Off etc.

**Project Description 2:** Created a Covid-19 Dashboard which provided visibility to Operations for Covid Mentions and Employment distress on the call. It showcased the pattern of consumer stating about corona or unemployment situation and its impact on them on weekly basis. We expanded our Dashboard further to create an interactive report about consumer behaviors. The expanded version includes consumer mentioning about payment modification (cancel/change payment), Stimulus check, consumer emotions, consumer audio and system issues by Account Manager

**Responsibilities**

* Worked closely with Operations leaders across the organization to provide the information requested to identify behaviors and opportunities.
* Used knowledge and experience to develop breakthrough strategic products that provide visibility to process and behaviors in a way that has not been possible in the past.
* Data Visualizations using **Power BI Desktop.**
* Connecting and executing data between various data sources and Power BI.
* Publishing daily reports into Power BI related to various applications.
* Cron Tab and System Scheduling.
* Developed the CHAT ingestion process using **REST API** in Call Miner, tested the process to mine chats and provided support till Production Signoff.
* Created **SSIS Packages** for smooth Migration process of SAS reports using **Visual Studio (SSDT)** to create uninterrupted reporting.
* Used **ETL(SSIS)** to develop jobs for extracting, cleaning, transforming, and loading data into target tables.
* Worked extensively on complete data mapping of all source systems as part of data analysis.
* Discovered ways to use the data available to deliver unique and innovative merger of data within and outside the Speech Analytics.
* Developed **ITF Dashboard** to help Operations know about Transaction fees trends.
* Manage, Develop, Train and motivate associates to achieve company, team and individual goals.
* Developed **SQL Queries** to support Power BI reports.
* Created **Stored Procedure** to support the alignments of different teams on monthly basis.
* Developed a process called **Learning Simulator** to help L&D Department to train new joiners and made them well versed with the real time challenges faced whilst getting trained on it.
* Automated **VMS** (Visitor Management System) to log the details of the visitors in the database.

**Environment:** Call Miner, SAS, Power BI

**Client: British Telecom, Noida, INDIA Mar 2014 - May 2015**

**Role: BI Analyst**

**Project Description:** Developed Dashboards and reports to provide insight to sales teams about overall sales, space for growth, enhancing sales Operations. It aims to improve efficiency and streamline the entire sales process by incorporating features like real-time analytics and sales performance tracking.

**Responsibilities**

* Developed and maintained reports and dashboards for business teams.
* Performed Data cleaning and validation to ensure data accuracy and consistency.
* Created Sales Analysis Dashboard using **Power BI** to visualize sales performance, customer behavior.
* Assisted Senior Analysts in data analysis, visualization and reporting using Power BI and SQL.
* Collaborated with business users, collected requests and updated the set of existing BI reports to accommodate business needs.
* Created **Chart and Matrix** visualizations in Power BI.
* Created reports from SQL Data Source using **import** mode.
* Published report to Power BI Service and shared to various users as per need.
* Developed a self-service dashboard for the sales teams resulting in 40% increase in data driven decision making.
* Documentation of every report and dashboard for future reference and enhancements.
* Created measures using DAX expression as per requirements.
* Reporting on Excel using Charts, **Pivot table**.
* Inserted and updated records in SQL tables and used functions like Sum, Count, **Row number**, Lead etc. as per needs.
* Research, analyze and troubleshoot issues in database applications.
* Utilized **Power Query** in Power BI to pivot and unpivot the data for data cleansing.

**Environment:** Power BI, SQL Management Studio (SSMS).