**Neena Malireddy**

**Neena28reddy@gmail.com**

**6095828744**

**PROFESSIONAL SUMMARY:**

* Above 9+ years of professional experience in IT, with knowledge to design,develop and implement data and analytical solutions. Skills in Data Warehouse Design,Data Analysis/Reporting with power BI, UI/UX experience,verbal and written communications
* Extensive experience in various domains of IT industry like Banking, Travel, Logistics and Healthcare as SQL/MSBI/Tableau/Azure/Power BI Developer
* Experience with Azure transformation projects, Azure architecture decision-making, and implemented ETL and data movement solutions using Azure Data Factory (ADF).
* Used advanced features of T-SQL in order to design and tune interface with the database and other applications in the most efficient management.
* Good experience with Snowflake Datawarehouse
* Created a bunch of paginated reports using Report Builder as part of the requirement
* Experience in exporting Power BI reports scheduler(PBRS) to deliver reports on time-based or event-triggered schedule basis
* Hands-on experience with Azure Databricks, Azure Data Factory, Azure SQL, and PySpark.
* Extensively used T-SQL in constructing and tuning complex Stored Procedures, Triggers, Functions, Indexes, Tables, Views, aliases, user profiles, relational database models, data dictionaries, and data integrity and constraints for various applications in MS SQL SERVER
* Experience in Performance Tuning of SSIS packages by using Row Transformations, Block and Unblock Transformations. Expert in implementing various business rules for Data Extraction, Transforming and Loading (ETL) between Homogenous and Heterogeneous Systems using Azure Data Factory (ADF) and SQL Server Integration Services (SSIS). .
* Excellent knowledge in Data Analysis, Data Validation, Data Cleansing, Data Verification and identifying data mismatch, data quality, metadata management, master data management.
* Experience in working with creating ETL specification documents, & creating flowcharts, process work flows and data flow diagrams.
* Worked on creating Data Pipelines for Copy Activity, moving and transforming the data with Custom Azure Data Factory Pipeline Activities for On-cloud ETL processing.
* Hands on experience in working with Tableau Desktop, Tableau Server and Tableau Reader in various versions.
* Customized the Power BI reports, dashboards and Azure Data Factory (ADF) pipelines when source data updated.
* Developed reports in SSRS using different types of properties like chart controls, Filters, Interactive Sorting, SQL parameters etc.
* Extensively worked on designing various Data Visualization Dashboards, gathering customer requirements, writing test cases, preparing analytical reports to help users to identify critical KPI’s.
* Good communication skills, work ethics and the ability to work in a team efficiently with good leadership skills.

**TECHNICAL SKILLS:**

|  |  |
| --- | --- |
| **Programming languages** | MySQL,PL/SQL,Python, R, Scala, Spark, shell scripts, |
| **Databases** | NoSQL, Oracle, DB2, MySQL, SQL Server, MS Access, HBase |
| **OLAP & ETL Tools** | Tableau, Spyder, Spark, SSIS, Informatica Power Center, Power BI’po9 Desktop/server |
| **Data Modelling Tools** | Microsoft Visio, ER Studio, Erwin |
| **Design Technologies/Tools** | Erwin, MS Visio, Rational Rose |
| **Cloud** | EMR, EC2, S3, RDS, Cloud Search, Redshift, Data Pipeline, Lambda. |
| **Reporting Tools** | MS Azure, Azure SQL Database, Azure Data Studio, Azure SQL Datawarehouse, Azure Data Factory (ADF), Azure Databricks, Azure Stream Analytics, Azure Data Lake, Azure Analysis Services, Azure Synapse Analytics, Azure Devops,Power Apps. |
| **Development Methodologies** | Agile, Scrum, Waterfall |

**PROFESSIONAL EXPERIENCE:**

**Client: Dish Network/Sling Feb 2018 – Present**

**Role: Azure SQL/Power BI Responsibilities:**

* Created Stored Procedures, Triggers, User defined functions and Views to populate tables and front-end applications using T-SQL for various Database & Application functionalities.
* Created the Power BI report on data in ADLS, Tabular Model and SQL server..
* Leverage DAX to perform financial calculations and create measures that provide insights into performance, risk metrics, valuation models and P&L analysis. Implemented calculations such as yield, duration and portfolio attribution.
* Developed Power Bi Reports and dashboards from multiple data sources using data blending.
* Created Drill through reports, drill down reports, Sub reports, Cascading Parameters, Linked reports
* Implemented Table Partitioning to improve Performance and Data Management.
* Copy activity, Custom Azure Data Factory Pipeline Activities for On-cloud ETL processing.
* Created Power BI Visualizations and Dashboards as per the requirements.
* Experience in publishing the Power BI Desktop models to Power BI Service to create highly informative dashboards, collaborate using workspaces, apps, and to get quick insights about datasets.
* Designing and developing complex SSAS databases and constantly monitoring the daily schedules and providing data to the ad-hoc requests from the business users.
* Used various sources to pull data into Power BI such as SQL Server, Excel, Oracle, Azure SQL, Azure Blob etc.
* Created notifications and alerts, subscriptions to reports in the Power BI service.
* Automize the Power BI reports, dashboards and Azure Data Factory (ADF) pipelines when source data updated.
* Created Pipelines and Load the data in Azure SQL Datawarehouse through Data Lake and ADF activities.
* Involved in developing the end-to-end ELT pipelines for migrating the on-premises Oracle database to Azure SQL Datawarehouse.
* Created U-SQL script for transform activities and developed complex queries to transform the data from multiple sources and output the data into Azure Data warehouse.
* Design and develop business intelligence dashboards, analytical reports and data visualizations using Power BI by creating multiple measures using DAX expressions for user groups like sales, operations and finance team needs.
* Involved in developing complex Azure Analysis Services tabular databases and deploying the same in Microsoft azure and scheduling the cube through Azure Automation Runbook using Python/PowerShell.
* Involved in design and development of multiple Power BI Dashboards and reports.
* Managing data privacy and security in Power BI.
* Extensively involved in designing and developing the Power BI Data model using multiple DAX expressions to build calculated columns and calculated measures.
* Involved in creating the external and internal tables in Azure SQL Datawarehouse and created stored procedures to move the data from external to internal tables and used PolyBase to move data to Azure SQL DW.

**Environment:** MS SQL Server/SSMS 2017, Azure Data Factory (ADF), Power BI Desktop 2.73/Server 1.4.7, JIRA, Azure SQL Database, SSIS, Python.

**Freddie Mac, Virginia June 2017 – Jan 2018**

**Role: BI Developer Responsibilities:**

* Explored data in a variety of ways and across multiple visualizations using Power BI. Strategic expertise in design of experiments, data collection, analysis and visualization.
* Requirement analysis, customer interaction for requirement clarifications, planning the estimates and taking up the user stories for development and unit testing.
* Created Data Warehouse schema to deploy fact and dimension table and defined referenced relationships with the measure groups and facts.
* Developed Power Bi Reports and dashboards from multiple data sources using data blending.
* Utilized Power BI (Power View) to create various analytical dashboards that depicts Critical KPIs such as Month over Month Counts, Incident rates, billing hours along with slicers and dicers enabling End-user to make their filters.
* Created Drill through reports, drill down reports, Sub reports, Cascading Parameters, Linked reports.
* Experience in managing and automating control flow, dataflow events.
* Developed various dashboards like HR- Dashboard, Project Management Dashboard, Call Metrics Dashboard.
* Also worked with the Ticketing tool Service Now. Used Data from Service Now and created Dashboards in Power BI
* Migrated reports into Power BI from an internal dotnet reporting application.
* Migrated a bunch of Crystal Reports into PowerBI
* Implemented Power BI gateway different source to match analysis criteria and further modeling for PowerPivot and Power view.
* Involved in Designing the current database by adding tables, relationships, creating stored procedures, views and in their performance tuning.
* Used Power Automate to establish and schedule Dataflows with the least manual interactions.

**Environment:** MS SQL Server/SSMS 2017**,** Azure Data Factory (ADF), Power BI Desktop 2.73/Server 1.4.7, JIRA,SAP, CrystalReports, Azure SQL Database

**KWC Consulating Private Ltd, Hyderabad, India Jan 2012 – Dec 2015**

**Role: SSIS/Tableau Developer**

**Responsibilities:**

* Worked on listing out schema changes and impacts during upgrades.
* Directed Data gathering, collating and prepared systems program implementation for all informatica programs.
* Managed complex mappings and workflows using Informatica Designer Components.
* Created SSIS packages to implement upstream source server upgrades by using Heterogeneous Data Sources like oracle, flat files and flowing the data into SQL Server.
* Created Table Valued Functions and Stored Procedures required for reporting.
* Created View Layers for multiple Line of Business to provide specific data with all the required filters.
* Performed Troubleshooting of reporting data with the required changes both at the front-end UI interface and back-end queries.
* Created complex Stored Procedures, Table valued functions, Triggers, Cursors and other SQL Joins by using T-SQL, SQL Server and Oracle..
* Worked on Custom Reporting for Genesis and Cisco related data in EDI (custom data interface reporting system).
* Managed database design and implemented a comprehensive Snow flake-Schema with shared dimensions.
* Tested applications for performance, data integrity and validation issues.
* Involved in the analysis and profiling of source data, creating prototypes and sample reports to help the Lines of Business with understanding the product.
* Extensively used T-SQL, SQL Server and Oracle in constructing User Defined Functions, Views, Indexes and User Profiles.
* Used SQL Profiler and Execution Plan to view index performance and thereby eliminating table scans.
* Participated in Technical and Code review meetings as the mappings are developed and the design is implemented.
* Created action filters, parameters and calculated sets for preparing dashboards and worksheets in Tableau.
* Created Tableau scorecards, dashboards using stack bars, bar graphs, scattered plots, geographical maps, Gantt charts using show me functionality.
* Built stories in Tableau Desktop with various data points to narrate the data to the end users.

**Environment**: SQL Server 2016, T-SQL, Oracle, PL/SQL, SSIS, SSRS, Visual Studio 2015, SQL Server Data Tools, SQL Server Management Studio, Oracle SQL Developer, HP-ALM, Tableau Desktop

Education Details:

Bachelors:Amrita university, computer science ,2012

Masters:gannon university,engineering management,2017