
CAREER OBJECTIVE

To pursue a career in Business Intelligence development, bolstered by an innovative and challenging work environment which provides a diversified exposure to different technologies and opportunities for professional maturation.

SKILLS

Tools: Excel, Power BI Desktop, Power BI Report Builder, DAX Studio

Platforms: Power BI Services, SAP Analytics cloud, Dataflows, Power BI Apps

Databases: MS SQL, MySQL

Adding to this, good analytical and problem solving skills with logical solutions.

RESPONSIBILITIES

- Playing the role of BI Developer, created Data visualizations, Dashboards, Reports and score cards based on business requirements.
- Created aggregations, calculated fields, table calculations, running totals, percentages(Performance Growth) using Key Performance Indicators (KPI) and measures.
- Created Interactive reports using bookmarks and actions for easy navigation inside report.
- Written Dynamic queries and Stored procedures in Database in order to fetch the data in customized format.
- Created Tables and Views in the Database in order to optimise the data reading process.
- Scheduled SQL Jobs in Database to ensure Periodic and Incremental loading of data to Tables.
- Created Centralized Data Model for the Organization using Dataflows to reduce the repeated refresh of similar data sets and to have more Administrative control over the data.
- Configured Role Level Security based on Geography and Brands in order to restrict the Report access according to business requirements.
- Connected data sources from Power BI Cloud to Database server using On-Premises Data Gateway to ensure Everyday Sync(Scheduled refresh) of Data.
- Optimized the DAX code(measures and columns) using DAX studio to increase the performance and faster loading of visuals.

EXPERIENCE

- **Entune IT Consultinig Pvt Ltd** Bengaluru, Karnataka, India
Power BI Consultant *June 2019 - Present*
 - **Clients:**
 - * **Hindustan Unilever Limited:** June 2019 - Oct 2019
 - **About the Company:** Hindustan Unilever Limited (HUL) is an Indian consumer goods company headquartered in Mumbai, India.It is a subsidiary of Unilever, an Anglo-Dutch company.HUL is the market leader in Indian consumer products with presence in over 20 consumer categories such as soaps, tea, detergents and shampoos amongst others with over 700 million Indian consumers using its products
 - **Role:** Power BI Consultant.
 - * **Wipro Consumer Care and Lighting:** Nov 2019 - Present
 - **About the Company:** Founded in 1945 as a Vegetable Oil Company, Wipro Consumer Care Lighting is one of the fastest growing FMCG companies in India, Asia, and Africa.It has 16 manufacturing units in India, Malaysia, Indonesia, Philippines, Vietnam, China and South Africa Its portfolio includes a range of anti-germ, anti-bacterial and anti-virus products in sanitizers, handwash, soaps, liquid detergents and surface and floor cleaners.
 - **Role:** BI Consultant.

EDUCATION

- * **Dayananda Sagar Academy of Technology and Management** Bengaluru, India
Bachelor of Engineering in Information Science and Technology; GPA: 6.5/ 10.00 *2015 – 2019*
- * **Joythy Kendriya PU College** Bengaluru, India
PUC (PCME) Percentage: 84% *2013 – 2015*
- * **Green Valley English School** Bengaluru, India
SSLC Percentage: 83% *2013*

PROFESSIONAL PROJECTS

- * **Stewardship Scorecard–(Client - UNILEVER):** Developed a Dashboard which reflects the scores of 181 countries which are classified into clusters and the scores are calculated based on different metrics like Financial Reporting, Management Reporting, Forecasting scores, R2R and P2P compliance's etc. Duration: July/19-Oct/20
 - Highlights : Conditional formatting was done for Geographical Map, where in if you just hover on a particular country it shows the score of the country and comments which tells about the performance of that country. Created toggle buttons for switching between multiple views.
 - Tools and Technologies: Power BI Desktop, Excel, Power BI Service.
- * **Sales Officer's Dashboard–(Client - WIPRO):** This Dashboard was developed for Sales Officers who go out to the market to take the orders. Before visiting the stores they can check this dashboard to understand which distributors are performing well and which are not based on which they can decide the magnitude of orders for each distributors. This Dashboard has the complete analysis of Primary and Secondary sales of all previous quarters, weeks and years. Duration: Jan/20-Ongoing
 - Highlights : calculated Year over Year, Quarter over Quarter and Month over Month Analysis. State and Area wise access was restricted for the users. Reports were handy since it was accessible by their smartphones.
 - Tools and Technologies : Power BI Desktop, Power BI Service, MS SQL, DAX Studio

PERSONAL PROJECTS

- * **My Friend-Personal assistant for chauffeur-App:** This Application provides safety for the driver by sensing his dizziness of his eyes, if the driver feels sleepy while driving and partially closes his eyes for 3 secs the application will give a loud alert and wakes him up. One more advantage of this application is that, the driver can handle his calls and music using hand gestures, which reduces interaction with the phone which in turn reduces accident rate
 - Tools and Technologies : Android studio, Arduino kit, IR sensors, smartphone, bluetooth connector.
 - Achievement : This project was selected for International Conference on Innovative Data Communication Technologies and Application (ICIDCA 2019) held at Coimbatore organized by Springer Publications.
 - Book link : <https://link.springer.com/book/10.1007/978-3-030-38040-3>

AWARDS

- * Bright beginner(24th Aug 2019) : got this award for my contribution towards a dashboard "Stewardship Scorecard" which was appreciated by Director of process excellence - Unilever, Netherlands.
- * Star Employee(6th Nov 2020) : got this award for my continuous contribution towards generation of dashboard reports, appreciated by Business head - Wipro Consumer Care and Lighting, Bangalore.