**SUBBA RAO PERAMASANI**

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**EXPERIENCE SUMMARY:**

* Having 7.11 years of experience as a **Sr. MSBI Developer** with excellent experience on SQL Server 2008/2012/2014, **SSIS** (SQL Server Integration Services), **SSRS** (SQL Server Reporting Services).
* Good experience in **POWER** **BI** dashboards.
* Translate requirements and generate and develop a roadmap utilizing the best technologies for the project with comprehensive and obtainable **milestones**.
* Expert in creating and developing **Power** **BI** **Dashboards** in to rich look.
* Ability to work with various types and stages of Software Development Life Cycle (**SDLC**) processes including Analysis, Design, Development, Testing and Implementation.
* Experience in developing **Dashboard Report, Parameterized** Reports, **linked reports**, **Sub reports** by Region, Year, Quarter, Month and Week.
* Strong knowledge of Data Warehousing methodologies and including **star schemas**, **snowflakes** Concepts.
* Good knowledge on **SSAS** (SQL Server Analysis Studio).
* Excellent knowledge of **Business Intelligence** and **Data Warehousing** with good fundamentals in Databases and Programming.
* Worked on creating **Azure Data Factory** for moving and transforming the data.
* Strong experience in Extraction, Transformation and Loading (**ETL**) in SQL Server database.
* Extensively involved in Creating **Procedures** with Input and output parameters.
* Having Experience in inserting, updating and deleting data through **stored** **procedures**.
* Involved in creating **views** and implement best practices to maintain optimal performance.
* Having good knowledge in using the **Date** **functions** in T-SQL in meeting reporting needs.
* Developed Daily, Weekly, and Monthly reports on **SSRS**.
* Expertise in reporting using SQL Server Reporting Services (**SSRS**) and creating various types of reports like **Table, Matrix, Drill Down, Drill Through, Parameterized, and Cascaded reports.**
* Developed reports which provide the total information about the **reports** in Production server.
* Created Standard **Subscriptions** like Weekly and monthly to send data as per the End user Requirement
* Experience in developing the **SSRS** **Business Dashboard** reports using **Charts**, line **Graphs** and **Pie Chart**
* Applied Interactive sorting capabilities to a report enables users to **sort** the data by any of the columns of the report in ascending or descending order
* Successfully, Implemented ETL Packages to load Data in Data warehouse and optimized OLTP database and design reports on **SSRS**.
* Having Experience in using Containers like **for loop Container, for each Loop Container and Sequence Container**.
* Good experience on using SSIS Transformation like **Lookup**, **Data** **Conversion**, **OLEDB** **Command**, **Derived** **Column**, **Slowly** **Changing** **Dimension** **(SCD), Conditional** **Split**. **Script** **Component**, **Multicast**, **Union** **All**, **Row** **Count**, **Merge** and **Merge** **Join**.
* Excellent skills in understanding business needs and providing technical solutions.
* Experienced in all facets of Software Development Life Cycle (**Analysis, Design, Development, Testing and maintenance**) using**Agile methodologies.**

**TECHNICAL SUMMARY:**

MSBI Tool : **SQL Server 2008, 2012, 2014 & 2019 (SSIS, SSRS)**

ETL Tool : **SSIS**

Reporting Tool : **SSRS, POWER BI**

Programing Language : **ASP.NET**

Operating System : **Windows 10/8, Windows Server.**

**WORK EXPERIENCE:**

* Worked as a **Sr. Software Engineer** in **Britehouse**, **(South Africa)** from Nov’19 to Mar’20.
* Worked as a **Sr. Software** **Engineer** in **PayM8**, **(South Africa)** fromSept’19 to Oct’19.
* Worked as a **Software** **Engineer** in **CSPC**, **(South Africa)** from Oct’17 to Jun’19.
* Worked as a **Software Engineer** in **Rimini Street, Hyd (India)** from May’14 to Jun’17.
* Worked as a **Software Engineer** in **Pedvak, Hyd (India)** from Apr’12 to Apr’14

**PROJECT EXPERIENCE:**

Project #6

Project Name : Toyota-one

Client **:**  **Britehouse, South Africa**

Duration **:** **Nov’19 to Mar’20**

Designation **:** **Sr**.**MSBI Developer**

Environment **:** **SQLSERVER, POWER BI**

Description:

As one of the original Toyota dealerships in the country, God rich Toyota have mastered the art of customer satisfaction and service, which has enabled them to build a reputation as one of the top Toyota dealerships in South Africa since 1967. Its brand-new, improved 6000m2 Toyota building in Bronkhorstspruit offers clients a wide selection of New Vehicles, Auto mark Certified Pre-Owned Vehicles, Hino Trucks, superior Toyota parts and accessories as well as an expert Toyota service center. A family-owned business, God rich Toyota has a team of sales specialists for helping you meet your motoring needs.

**Roles & Responsibilities**:

* Development of High-quality database solutions.
* Expertise in writing complex DAX functions in Power BI and Power Pivot.
* Scheduled Automatic refresh and scheduling refresh in power bi service.
* Wrote calculated columns, Measures query’s in power bi desktop to show good data analysis techniques.
* Develop Power BI reports & effective dashboards after gathering and translating end user requirements
* Implemented several DAX functions for various fact calculations for efficient data visualization in Power BI.
* Create the Row Level Security in Power BI.
* Designed and developed Power BI graphical and visualization solutions with business requirement documents and plans for creating interactive dashboards.
* Generated ad-hoc reports in Excel Power Pivot and shared them using Power BI to the decision makers for strategic planning.
* Develop, implement and optimize stored procedures and functions using T-SQL.
* Review and interpret ongoing business report requirements.
* Research required data.
* Build appropriate and useful reporting deliverables.
* Analyze existing SQL Queries for performance improvements.
* Suggest new Queries.
* Develop procedures and scripts for data migration.

**Roles & Responsibilities**:

Project #5

Project Name : PCI (Payment Card Industry)

Client **:**  **PAYM8, South Africa**

Duration **:** **Sept’19 to Oct’19**

Designation **:** **Sr.MSBI Developer**

Environment **:** **SQLSERVER, SSIS, SSRS, POWER BI**

Description:

PAYM8 is committed to take all proper measures to ensure that our customer information is at all times kept safe from access or misuse by any parties not entitled to it. Most especially our customers' card details, and personal information. To this end PAYM8 is enrolled in the internationally recognized PCI-DSS program, the Payment Card Industry Data Security Standard. PAYM8 has successfully passed the PCI-DSS audit for the past nine years, and PAYM8 continues to invest in world class security systems for your protection. Our investment in the latest anti-hacker systems and controls is mostly behind the scenes. You will see some evidence of it, for example the "Secure" button at the left of the address bar on your browser. You will also find that PAYM8 requires use of good quality passwords, and PAYM8 does not ever display or print a full card number for anybody.

**Roles & Responsibilities**:

* Involved in requirement gathering meetings to understand requirements and future usage for the reports.
* Worked on SQL Server development including writing T-SQL Queries and creating SQL Server objects like Stored Procedures, Views, Triggers, implementing T-SQL relational database models and data integrity.
* Calculated measures and dimension members using MDX, mathematical formulas and user defined functions.
* Used Power BI, PowerPivot to develop data analysis prototype, and used PowerView and Power Map to visualize reports.
* Published Power BI Reports in the required originations and Made Power BI Dashboards available in Web clients and Mobileapps.
* Explore data in Variety of ways and across multiple visualizations using Power BI.
* Used Power BI Gateways to keep the dashboards and reports up to date.
* Wrote Parameterized Queries for generating Tabular reports, Formatting report layout, creating reports using Global Variables, Expressions, Functions, Sorting the data, Defining Data Source and Datasets, calculating subtotals and grand totals for the reports using SSRS.
* Created Drill through, drill down, Matrix and Sub reports, added report mapping functionality to the reports using MS SQL Reporting Services.
* Wrote complex TSQL queries to get data from different sources and test results with expected results.
* Gather and translate business requirements into report designs.
* Design and monitor construction of user-facing presentation tools, such as Microsoft SQL Server Reporting Services (SSRS) reports.
* Used complex query statements like sub queries, correlated queries, derived tables, CASE functions to insert the data depending on the criteria into the tables of hub.
* Wrote T-SQL queries, created dynamic Stored Procedures by using input values
* Analysed reports and fixed bugs in stored procedures using SSRS.
* Used complex expressions to group data, filter and parameterize reports.
* Created linked reports and managed snapshots using SSRS.
* Performed various calculations using complex expressions in the reports and created report models.

Project #4

Project Name : Crown Sims Service Providers

Client **:**  **CSPC, South Africa**

Duration **:** **Oct’17 to Jun’19**

Designation **:** **MSBI Developer**

Environment **:** **SQLSERVER, SSIS, SSRS, POWER BI**

Programing Language **: ASP.NET**

Description:

The purpose of the Project is to outline the business and functional requirements on day to day business activities of CSPC like scanning and verifying the stock received (In Scan), allocating and distributing the sim Cards (Out Scan), processing the sim cards of various network service providers, auto submitting the details of customers to RICA for activation, Creating roles of Distributors, Zonner managers, Sales Reps etc., creating the deals per network service providers, generating the reports periodically and calculating the revenue generated on monthly basis, etc.

**Roles & Responsibilities**:

* Data gathering, research and analytical abilities so as to develop insightful conclusions and generate solutions to address user needs
* Create written communication materials that effectively summarize findings and support recommendations
* Creating dashboards in Power BI for monthly, daily, quarterly, yearly reports depending up on client requirements.
* Installed and configured Enterprise gateway and Personal gateway in Power bi service.
* Scheduled Automatic refresh and scheduling refresh in power bi service.
* Wrote calculated columns, Measures query’s in power bi desktop to show good data analysis techniques.
* Worked on all kind of reports such as Yearly, Quarterly, Monthly, and Daily.
* Should have excellent understanding of MS SQL Server Architecture
* Prior experience in end to end BI Implementation projects
* Developing and maintaining strong client relations with senior and C-level executives developing new insights into the client’s business model and pain points, and delivering actionable, high-impact results
* Participating and leading client engagement in developing plans and strategies of data management processes and IT programs for the clients, providing hands on assistance in data modeling, technical implementation of vendor products and practices
* Facilitating, guiding, and influencing the clients and teams towards right information technology architecture and becoming interface between Business leadership, Tech leadership and the delivery teams
* Direct quality assurance and user acceptance testing by writing test plans and managing the execution of testing (Unit and UAT) Developed reports which provide the total information about the reports in Production server.
* Implementing using SSIS different Transformation like Lookup, SCD Type 1 and Type2 maintaining Historical Data.
* Designed Power BI data visualization utilizing cross tabs, maps, scatter plots, pie, bar and density charts.
* Implementing Checkpoints in SSIS package.
* Extract Data from the Different Sources like **Excel, Flat Files, Sql server**

Project #3

Project Name : ICICI Prudential Life Insurance

Client **:**  **Rimini Street, Hyd**

Duration **:** **May’14 to Jun’17**

Designation **:** **MSBI Developer**

Environment **:** **SQLSERVER, SSIS, SSRS**

Description:

ICICI Prudential Life Insurance Company is a joint venture between ICICI Bank, one of the forecast financial services companies of India and Prudential plc, one of the leading international financial services group headquartered in the United Kingdom. ICICI Prudential was amongst the first private sector life insurance companies to begin operations in India. Project was to design a mortgage loan application for various customers.

**Roles & Responsibilities**:

* As Per Client requirement, designed various types of reports like Table, Matrix, Drill Down, Drill Through, Parameterized, and Cascaded reports.
* Created Standard Subscriptions like Weekly and monthly to send data as per the End user Requirement.
* Created Matrix reports which is like a pivot table having rows, columns and cells containing computed data.
* Developed reports which provide the total information about the reports in Production server.
* Implementing using SSIS different Transformation like Lookup, SCD Type 1 and Type2 maintaining Historical Data.
* Implementing Checkpoints in SSIS package.
* Extract Data from the Different Sources like **Excel, Flat Files, Sql server**
* Developed the SSRS Business Dashboard reports using Charts, line Graphs and Pie Chart
* Designed Graphical Visualization of data using Charts, line Graphs and Pie Chart
* Designed packages Using Control Flow Tasks like For Loop Container, For Each Loop Container, Sequential Container, Execute SQL Task and Data Flow Task.
* Extracted data from sources and transformed the data using different transformations like data conversion, derived columns, look up, Conditional Split, Aggregate, Union all, merge join and multi cast transformations.
* Created Event Handlers for the Packages Using Event Handler Tab for Error Handling.
* As per requirements developed the reports in the form of Matrix, Table and Chart using SQL Server 2008 Reporting Services.

Project #2

Project Name : Airtel Nigeria Promotions

Client **:**  **Pedvak, Hyd**

Duration **:** **Jul’13 to Apr’14**

Designation **:** **MSBI Developer**

Environment **:**  **SQLSERVER, SSRS**

Description:

Airtel Nigeria is a telecom operator in Nigeria and 2nd position in Nigeria in terms of Customer Base and Profits. The goal of the Process is to establish guidelines to manage Customer Service Requests CSR’s such as supporting on the issues in the existing applications (Bug fixing, Patching).

**Roles & Responsibilities**:

* Applied Interactive sorting capabilities to a report enables users to sort the data by any of the columns of the report in ascending or descending order
* Created Standard Subscriptions like Weekly and monthly to send data as per the End user Requirement
* Done the Unit testing on newly created SSRS Reports.
* Implementing ETL packages for loading data into Server 2008 staging database.
* Handling the Errors, Created Event Handlers for the Packages Using Event Handler Tab.
* Cleansing OLTP Data by applying transformations like Derived Column, Conditional Split, Data Conversion, Merge Join, and Lookup

Project #1

Project Name : Adelphi Group, UK

Client **:**  **Pedvak, Hyd**

Duration **:** **Apr’12 to Jun’13**

Designation **:** **MSBI Developer**

Environment **:** **SQLSERVER, SSRS**

Description:

Adelphi is a Pharmaceutical consultancy and it does full life cycle of pharmaceutical development and provides services of strategic product development, market research and Medical communication. The project was designed to create a data warehouse to connect different data sources, create data marts and cubes and to improve information access, enhance analysis process and dynamic report generation.

**Roles & Responsibilities**:

* Involved in designing, developing and testing of the ETL (Extract, Transformation and Load) strategy to populate the data from various source systems feeds using SSIS.
* Used For-Each Loop Container, Sequence Container, Expressions, Execute SQL task, Variables, Send Mail Task, Package Execution task to achieve business needs.
* Extensively used SSIS transformations such ad Lookup, Derived Column, Data Conversion, Aggregate, Conditional, Split, SQL task and Send Mail task etc.
* Used ETL to implement slowly changing Dimension to maintain historical data.
* Created different type of reports including Tabular forms, Matrix (cross tab report) and drilldown.
* Responsible for creating SSRS Subscriptions for reports and testing the reports

**Education:**   
  
Bachelor of Engineering (CSE) from **Dr.MGR University**, Chennai (India) in 2010.