**MADHU PRIYA.CHITTA Email:** madhugmrit@gmail.com

**Power BI Analyst [Report Developer] Mobile: +**91 9966569421

**PROFESSIONAL SUMMARY**

* A customer oriented with excellent analytical and logical skills possesses experience as BI Consultant having around **3 years** of experience in **Power BI and Tabular Cube** by working with various sources.
* As a developer worked with various documents such **Business Specification, Technical Specification, Unit Test Result, Change Request** and other relevant documents.
* Good understanding in Data Warehouse, Data Model and BI fundamentals.
* Strong Knowledge on Power BI to import data from various sources such as SQL Server, Azure SQL DB, SQL Server Analysis Services **[Tabular Cube]**, MS Excel and generated Reports, Dashboards, Score Cards, Goals and KPIs.
* Implemented Power Query, Power Pivot, Power View and Power Maps extensively.
* Excellent knowledge in Implementation of Relational Database (OLTP) and Data warehousing systems (OLAP) with **Power Bi Desktop** & **Power BI Service**
* Handled and maintained versioning for documents using **GitHub**.
* Created many DAX measures, calculated columns to implement date, time, statistical, and mathematical operations to show on the visuals. Used **DAX Studio** for DAX Queries.
* Implemented the projects in **Agile** **Methodology** and **KIMBALL approach**.
* Expertise in Creating Data Visualizations like Matrix table, Area Charts, Line and Stacked column chart and Creating Visuals like Donut chart, Waterfall chart, Gauge chart and Funnel chart.
* Used parameters, book marks, synchronize slicers, drill down and drill through options.
* Knowledge in writing the Joins, Views, Stored Procedures, Functions and Temp Tables creation.
* Knowledge in **Data Gateway** for data refreshing and scheduling by using **Power BI service and Microsoft Flow.**
* Created **workspaces and new app** **spaces [Content Packs], Collaborated and Shared** items**.**
* SSRS level working on Drill Down, Drill Through, Parameterized reports. Working on RDL expressions, Caches, Snapshots and subscriptions.
* Worked on Paginated report at Report Builder, I managed the report at Report Server and Cloud Service Level.
* Written multiple test cases and implemented reconciliation and testing on reports.
* Little knowledge on **Power Apps and Power Automate.**

**WORK EXPERIENCE**

* I am currently working as **Power BI Developer** for **Orbit BI Pvt Ltd Hyderabad** from Feb.2020 to till date.
* Previously worked as **Power BI Developer** for **Ideal Source Technologies Pvt. Ltd, Hyderabad** from **July.2018** to **Jan.2020.**

**ACADEMIC PROFILE**

* **B. Tech** with **72%** from **GMR** INSITUTE OF TECHNOLOGY.
* Scored **93.5%** in **intermediate and 89%** in **S.S.C**

**TECHNICAL SKILLS**

* **BI Tools :** Power BI and SSAS Cubes
* **Databases :** MS SQL Server, SQL Server Analysis Services
* **Tools :** Excel and Advanced excel, MS Word
* **ETL Tools :** Power Query / Power BI

**PROJECTS [Current to past]**

**Project: 1**

Client : UK COMPANY…RETAIL…

Project Title : Merchandize Project Analysis

Application Title : Customer Data and Classification Insights

Project Team Size : 5

Role Played : Report Designer / Developer

Duration : 9 months

Environment : Power BI, DAX, SQL Server, Excel

Project Description :

XYZ(own customer), retail domain, selling various companies products in multiple channels

Distributor 2.Online 3. Direct Sales [outlets]. We are working with sales data for an organization that sells a variety of products throughout Europe. Dynamically drill into your customer sales data and reveal instant insights to drive decision making and resource allocation. Decision making across years, products, and in various regions. Power BI is used for data extraction, modelling, visualizing and sharing reports and dash boards. My project is in Agile methodology with sprint implementation in the development. My dashboard is multipage dashboard created from book marks. If a user clicks a particular image based on interest, respective book mark report will open. Users can use filters {customer filter, date filter} to see the respective data and insights. If they want to come back to home page, the back button is helpful. Followed Kimball approach and used Github for code control and versioning.

Responsibilities :

1)I closely worked with the customer in getting relevant documents from share point portal,

Analysing, requesting for clarification, and working on.

2)Retrieve data {specially excel} from Onedrive, Excel, and Azure SQL databases.

3) Performed data changes suitable for better modeling and visualizations.

4)Created many DAX measures, calculated columns to implement date, time, statistical, and mathematical operations to show on the visuals.

5)Created book marks, drill down, drill through, and button actions on the reports.

6)Used various filters {Report, Page, Visual, Drill through}, Slicers {List, Range, Drop Down}, Single item visuals {KPI, Gauges, and Cards}.

7)Displayed analytical and trend data using various charts.

8)Provided row level security and dynamic row level security to restrict data access.

9)Tested the report against database with sql, excel {excel formulas} etc.

10)Published to PBI service and On-Premises Server.

11)Created workspaces (new app spaces) in the recent times by moving from content packs.

12)Created dashboard using report tiles, books marks, and other actions.

13)Specified users to access reports at data set row level security.

14)Specified Scheduled refresh for the report based on customer instructions

15)Used Data Flow to create uniform reports and for quick schedule refresh in Premium Account.

16)Shared the reports, dashboards as per customer requirement.

17)We answered for the customer’s reviews and notifications.

18) Maintaining documents under Github by following versioning protocols

**Project 2**

**Client:** ConAgra Foods, USA

**Project name:** Sales Tracking

**Role:** Report Developer

**Team Size:** 8

**Environment:** Power BI, SQL Server, DAX

**Project Description:**

ConAgra Foods, USA Supermarket chain headquartered in Omaha has more than 1,000 stores & 90,000 employees in USA. ConAgra Foods is more than just popular and beloved consumer brands, products include food & grocery, general merchandise and consumer electronics.

Data was extracted from SQL Server and Flat Files.

**Responsibilities:**

* Understand Requirement, Analyzing Systems and Source Databases like SQL server and Flat files.
* Performed data changes suitable for better modeling and visualizations.
* Generated different reports and dashboards for data showing business of different line of business across different geographical locations for client.
* Created different visualizations using Bars, Lines and Pies, Maps, Bubbles, Tree maps and Highlight, crosstabs etc.
* Used analytics protocols and time intelligence functions [Total YTD, Total MTD] in DAX for analytical comparisons.
* Implemented drill down and bookmarking options and parameters wherever required.
* Constructing or ensuring appropriate Data Model before report development
* Involved in Data modeling for Dashboard design.
* Implemented Star schema & Snow flake schema.
* Participating and contributing in team meetings for sharing new knowledge.
* Scheduling the Reports Weekly and Monthly basis as per the Client Requirements.

**Project 3**

**Client :** Nordian Healthcare Solutions

**Role :** Report Developer

**Team Size :** 4

**Environment:** Power BI, Excel and Advanced Excel.

**Project Description:**

The company which acquires pharmacy benefits for their employees. They need to show the production, Quality and Error reports of every auditor working on their plans by creating various customized and interactive Reports and Dashboards in Power BI.

**Responsibilities:**

* Collecting and Understanding the Business Requirement Documents and building the relationships between the various data sets in power pivot.
* Performed data changes suitable for better modeling and visualizations.
* The results were converted into various visualizations like donut chart, Pie chart and Bar graph, and water fall charts and Card Visualizations.
* Created different filters like visual level filters and page level filters and report level filters as per reporting needs.
* Created bookmarks, drilldown, drill through and parameters based on customer requirement.
* Created measures for DPMO, Overall Previous month Quality percentage, Overall Current month quality percentage and Quality percentage for every auditor, calculations using DAX.
* Specified users to access reports at data set Row Level Security (RLS).
* Publishing reports to Power BI server and providing the access to required team lead on Monthly Basis.
* Specified Scheduled refresh for the report based on customer instructions.
* Generated alerts when customer required point reached.
* Created App spaces for easy visualization of the reports as per the client requirement.

**DECLARATION**

I hereby declare that the above particulars of facts and information stated are true, correct and complete to the best of my belief and knowledge.

Date:

Place: Hyderabad MADHU PRIYA.CHITTA