SANTOSH POTHULA

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Results-driven **Power BI Specialist** with **12+ years of experience** in **Business Intelligence**, **Data Modeling**, **Data Warehousing** and **Data Integration** across diverse industries. Adept at designing Star Schema, OLAP models, and metadata repositories, ensuring optimized data structures for seamless analytics. Proficient in SQL scripting, DAX optimization, and workflow automation using Power BI, SSRS, Cognos, SSIS, Power Automate, and Power Apps. Skilled in data validation, version control, and Power BI deployment pipelines to enhance data accuracy and reporting efficiency. Recognized for driving process automation, business insights, and performance optimization through advanced visualization and ETL techniques.

KEY SKILLS

Business Intelligence & Data Visualization: Power BI • Excel Services • Deneb • Pureviz • Figma

Data Modeling & Warehousing: Star Schema • Complex Snowflake Schema (Hybrid Models) • Logical & Physical Data Models • OLAP Models • Metadata Repositories • Snowflake

ETL & Data Integration: Azure Data Factory (ADF) • DBT • SSIS • Power Automate • Power Apps

DAX Optimization & Performance Efficiency: DAX Studio • Tabular Editor • Power BI Helper

Automation, Validation & Version Control: Automated Data Refresh • Data Quality Validation • Power BI Deployment Pipelines • Version Control • PowerShell

PROFESSIONAL EXPERIENCE

Tech Mahindra | Abu Dhabi Ports Group | Abu Dhabi, UAE

Power BI Specialist   **Nov 2022 to Present**

Responsibilities:

- Conducted business requirement analysis to define project scope, ensuring seamless planning and implementation of Power BI solutions.
- Designed and developed data models using Star Schema, optimizing data structure for efficient analytics and reporting.
- Created custom visuals, including advanced Power BI Deneb-based visualizations, enhancing data presentation and user insights.
- Managed deployment pipelines in Power BI Service, ensuring smooth version control and automated updates.
- Developed automated data refresh for dashboards and reports using Power Platform, improving data availability and accuracy.
- Implemented snapshot and time intelligence functions, enabling historical trend analysis and advanced reporting capabilities.
- Built and maintained Power BI Server apps, ensuring accessibility and usability across teams.
- Designed and managed dataflows, optimizing data ingestion and processing for improved performance; optimized complex DAX queries using DAX Studio and Tabular Editor, reducing query execution time and improving report efficiency.

Technical Environment:

- *Tools & Technologies:* Power BI Desktop, DAX Studio, Tabular Editor, Power BI Service
- *Data & Storage:* Azure Data Lake Storage Gen 2, SQL Server, Power Query
- *Automation & Integration:* Power Platform, MS Excel

Virtusa (Lloyds Banking Group) | Hyderabad, India

Power BI Consultant   **Aug 2021 to Nov 2022**

Responsibilities:

- Migrated legacy MS Excel/Access reporting templates to the Power Apps platform, enhancing automation and reducing manual effort; designed and implemented data models and data flow diagrams, ensuring efficient data structuring and processing.
- Integrated Power BI data alerts with Power Automate, enabling real-time notifications and improved decision-making.
- Developed intuitive visualizations to represent KPIs and complex reports, leveraging diverse graph features for enhanced data insights.

Technical Environment:

- *Tools & Technologies:* Power BI Desktop, DAX Studio, Tabular Editor, Power Query
- *Automation & Integration:* Power Automate, Power Apps
- *Data & Storage:* MS Excel, MS Access

Optum Rx Pharmacy Care Services | Hyderabad, India

Power BI Developer   **Jul 2017 to Aug 2021**

Responsibilities:

- Implemented OLAP models and optimized SSIS packages to enhance data processing efficiency.
- Designed and developed multiple scorecards and dashboards using Power Pivot and Power View for comprehensive data analysis.
- Created and deployed reports using SSRS, Excel Services, and Power BI, integrating them with SharePoint Server for streamlined access; implemented DAX patterns to improve code reusability and maintainability.

Technical Environment:

- *Tools & Technologies:* Microsoft SQL Server 2012, SSDT, Power BI Desktop
- *Visualization & Reporting:* SSRS, Excel Services, Power Pivot/View
- *Design & Modeling:* MS Visio

Optum | UK (Onshore / 6 weeks / 2016) & India (Offshore)

ETL Quality Analyst   **Nov 2015 to Jul 2017**

Responsibilities:

- Developed SSIS packages to extract, transform, and load (ETL) data from multiple sources, ensuring data consistency and accuracy.
- Designed and executed SQL queries for data validation, conducting quality checks to maintain data integrity.
- Automated ETL workflows and data validation processes to enhance efficiency, reduce manual intervention, and improve overall data pipeline performance.

Technical Environment:

- *Tools & Technologies:* SSIS 2008, MS SQL Server 2005
- *Data & Storage:* MS Excel, MS Access
- *Project Management:* Microsoft Project Plan

Whishworks | McLaren Automotive Pvt. Ltd. | UK (Offshore)

ETL Quality Analyst   **Nov 2014 to Nov 2015**

Responsibilities:

- Created use case documents and designed data transformation workflows to enhance data processing efficiency.
- Developed SQL scripts for data verification and validation, ensuring data integrity and accuracy.
- Performed data profiling and anomaly detection to identify inconsistencies and improve data quality before ETL processing.
- Collaborated with ETL developers and business analysts to define data transformation rules and optimize workflow performance.

Technical Environment:

- *Tools & Technologies:* MS Visio, Erwin 3.5, Cognos 8
- *Data Processing & Integration:* SSIS 2012, SQL Loader

WHISHWORKS IT Consulting Pvt. Ltd. | Hyderabad, India

SQL Developer   **Oct 2012 to Oct 2014**

Responsibilities:

- Modeled and implemented business rules in the repository to streamline metadata management.
- Designed logical and physical data models using Erwin, ensuring efficient database structuring and optimization.
- Developed and optimized complex SQL queries, stored procedures, and functions to improve database performance and ensure efficient data retrieval.
- Collaborated with cross-functional teams to gather business requirements and translate them into scalable database solutions.

Technical Environment:

- *Tools & Technologies:* Erwin 3.5, Cognos 7.0
- *Database & Integration:* SQL Server 2008, SQL Loader

AWARDS & ACHIEVEMENTS

Star Performer Award	WHISHWORKS IT Consulting Pvt. Ltd.	**Q4 2014**
Star Performer Award	Optum Rx Pharmacy Care Services	**Q1 & Q2 2021**

EDUCATION

Bachelor of Technology - B.Tech (Mechanical Engineering)	Vidya Jyothi Institute of Technology, Telangana, India *Affiliated to: Jawaharlal Nehru Technological University*	**2008 to 2012**

- ° Graduated with 1st Class
- ° **Volunteered at several institutional events**

CERTIFICATES

Power BI Data Analyst Associate (PL-300) – Microsoft, Credential ID: 10A9376F940F5122	**2025**
SDET Certification – Optum (formerly Alere Wellbeing)	**2020**
SoapUI Pro Certification – SmartBear (Credential ID: 68674525)	**2015**

SOFT SKILLS

Multitasking • Effective Communication • Leadership • Problem-solving • Critical thinking • Adaptability • Time Management • Project Management • Collaboration with Cross-Functional Teams • Strategic Planning

REFERENCES

Available upon request.