

**NAVEEN KUMAR REDDYPALLI**

**BI Analyst/ Developer**

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**Location:** Birmingham

### Professional Summary

An experienced and highly motivated IT professional, with **6 years** of experience in analysis, design, development, testing, and support of Business Intelligence products and services in **Microsoft Power BI and Tableau**. Hands-on experience in the development, administration, managing, designing, and testing of enterprise-wide reporting systems. Strong data architecture, business requirement analysis using agile methodologies. Possesses exemplary technical problem-solving skills and is accustomed to delivering results under considerable pressure, remaining calm and effective, and prioritizing wisely.

- Proven experience in the IT industry with business analysis, development, and implementation of Database focusing on Requirement Analysis, Development, Testing, Administration, and Implementation of BI Solutions in various verticals
- Good Knowledge of Data Warehousing concepts like Star Schema, Snowflake Schema, and identifying the Dimension and Fact tables.
- Writing DAX for business logic for different views and reports.
- Creating Row-level security with power bi and integration with power bi service portal.
- Worked on various levels bookmarks, actions and drill through to implement interactive reports/dashboards.
- Experienced with level metrics to implement LODs across complex measure calculations in Power BI using DAX functions like calculate, all, sumx.
- Worked on multiple graphs/charts visualizations to implement effective reports which meet users' expectations.
- Worked on data warehousing / modelling and optimization, with an understanding of ETL processes
- Worked on all kinds of reports such as Yearly, Quarterly, Monthly, and Daily.
- Explore data in a variety of ways and across multiple visualizations using Power BI.
- Used Power BI Gateways to keep the dashboards and reports up to date.
- Having good experience in reports/dashboards performance tuning with large volume data sets in Power BI and Tableau.
- Expertise in dashboards formatting and implementation of interactive dashboards.
- Knowledge in various reporting objects like Actions, Calculated fields, Hierarchies, Sets, Groups, Filters
- Expertise in Joins, Data Blending, and Dual Axis in Tableau.
- Involved in all phases of project lifecycle covering Requirement Gathering, Analysis, Report Design, Report
- Expertise in Tableau Desktop and good knowledge of Tableau Server.
- Implemented POCs for analytical solutions on dynamic dashboards.
- Designed Dashboards with Quick filters and parameters to handle views more efficiently.
- Experience in creating Hierarchies, Groups, Sets, and Bins.
- Experience in handling internal team training on Power BI and Tableau.

Excellent communication, interpersonal, analytical skills and has a strong ability to work in a team, as well as in an individual environment.

### **Core Competencies - Functional**

#### **Solution Architecture**

- Interfacing with teams for business requirements gathering, conducting system analysis and finalizing techno-functional specifications.
- Translating the client's business requirements into specific system, application or process designs.
- Working with client personnel & executives to identify functional requirements.

#### **Software Development**

- Handling the design, development, testing, troubleshooting, and debugging of the software.
- Providing post-implementation, application maintenance, and enhancement support to the client with regard to the product/ software application. Interfacing with vendor/s for technical support.
- Interfacing with teams for business requirements gathering, conducting system analysis and finalizing techno-functional specifications. Creating high level design (HLD) documents for the project.
- Translating the client's business requirements into specific system, application or process designs.

### **Professional Experience**

- Working as a Bi Analyst/Developer in SK CLOUD TECHNOLOGIES from April 2022 to Till Date-United Kingdom
- Worked as a Micro Strategy Developer with ARROWBENCH SOLUTIONS PVT LTD from March 2017 to Jan 2020, Bangalore, India.
- Worked as a Software Engineer in DETIYA INFOTECH PVT LTD from Nov 2015 to Jan 2017, Bangalore, India.

### **Education**

- Master's in Project management from Birmingham city university, UK(2020-20222) .
- Bachelors in Engineering (2011-2015)

### **Technical Skills**

<b>BI Tools</b>	: Power BI Desktop, Power BI Service, Tableau, Tableau Desktop.
<b>BI Mobile</b>	: Power BI Mobile.
<b>Databases</b>	: SQL Server, Oracle, MySQL.

**Operating Systems** : Windows, UNIX/LINUX.  
**MS office** : MS Excel, MS word, Power point, share point

### **Project Details:**

#### **Project#4:**

**Client** : Target Corporation.

**Role** : Power BI Developer

**Environment:** Power BI, SQL Server, Oracle, Microsoft Excel.

**Description:** Target Corporation is an American retail corporation. It is the 8th-largest retailer in the United States and is a component of the S&P 500 Index. Target established itself as the discount division of the Dayton-Hudson Corporation in the 1970s; it began expanding the store nationwide in the 1980s and introduced new store formats under the Target brand in the 1990s. The company has found success as a cheap-chic player in the industry. The parent company was renamed the Target Corporation in 2000 and divested itself of its last department store chains in 2004.

#### **Roles and Responsibilities:**

- Design complex reports using Drill-down, Visual filters, Matrix, cross tab and Map reports.
- Check usability of filters/calculated columns/measures/relationships and transformations of edit Query section.
- Extracting data from various data sources like SQL server, MS Excel etc.
- Experience in DAX formula language with functions, expressions.
- Developed tables/matrix/bar/card/slicers etc. and custom visualizations for clients
- Published and shared the reports to Power BI service.
- Analyzing and understanding BI requirement by coordinating with business teams.
- Designing the reports as per technical design documents.
- Created various public objects (Filters, Metric, Custom groups and Consolidation)

#### **Project#3**

**Client** : Reckitt Benckiser  
**Role** : Power BI Developer  
**Environment** : Power BI, Power BI Services.

#### **Description:**

Doris Christopher founded Pampered Chef in 1980 with the belief that quick tips and powerful tools can fuel a faster, no- RB is more than a company. It's a growing community of 40,000+ diverse, talented entrepreneurs – all driven to make the world a happier, healthier place. Drawing on each other's skills and working together, we help make people feel better. Through research and development, we make better products that empower everyone to take their health into their own hands and homes.

### **Roles and Responsibilities:**

- warehouse designing, building Facts and Dimensions.
- Interactive Dashboards and KPI building in Power BI Desktop.
- Writing DAX for business logic for different views and reports.
- Creating Row level security with power bi and integration with power biservice portal.
- Scheduled Automatic refresh and scheduling refresh in power bi service.
- Worked on all kind of reports such as Yearly, Quarterly, Monthly, and Daily.
- Explore data in a Variety of ways and across multiple visualizations using Power BI.
- Used Power BI Gateways to keep the dashboards and reports up to date

### **Project#2:**

**Client** : Safeway, US  
**Project Name:** Retail Sales Analysis System  
**Role** : Tableau Developer  
**Environment:** Tableau Desktop  
**Database** : SQL Server

### **Description:**

The Safeway store chain consists of 68 conventional supermarkets in the Eastern United States. It's offering a wide variety of food and household products, meat, fresh produce, dairy etc. the Company has located throughout & outside of the US, where the business involved is supermarkets.

The stock is distributed from two centrally located warehouses after procuring from different vendors. The company has Operational systems for Purchase, Sales & Distribution, Stock maintenance, Customer management. Built to implement a centralized the data base that collects and organizes and stores data from different operational systems, integrated and historical data for the purpose of end user reporting.

### **Roles/Responsibilities:**

- Interacted with business users for gathering requirements.
- Involved in creating and visualizing dashboards using Tableau desktop.
- Generated Tableau Dashboards with SQL Database.
- Used excel sheet, flat files to generated Tableau reports.
- Worked on connecting data to join the multiple tables.
- Developed various dashboards, used context filters, sets while dealing with huge volume of data.

- Involved in creating calculated fields, table calculations, and Quick filters, Actions, Sets, Parameters, Sorting and Data Blending.
- Involved and creating Hierarchies, Annotation, Formatting using Tabular reports and Tabular forms.
- Using in Tableau Arithmetic Calculation, String manipulation and Date calculation and If/then else calculation.

#### **Project#1**

**Client** : State Farm Insurance Company, Bloomington, US

**Role** : Software Developer

**Environment** : MicroStrategy, SQL Server, Windows.

**Description** : The client now insures more cars and homes than any other insurer in the U.S., and client is one of the leading insurers in Canada. Their 18,000 agents and more than 66,000 employees serve 81 million policies and accounts – more than 79 million auto, home, life and health policies in the United States and Canada, and nearly 2 million bank accounts Their Annual revenue is worth 63 Billion USD. The mission is to help people manage the risks of everyday life, recover from the unexpected, and realize their dreams.

#### **Roles and Responsibilities:**

- Understanding the client requirements by coordinating with the onsite technical team.
- Identified and created schema and application objects like attributes, facts, metrics and prompts in MicroStrategy Desktop.
- Filters to generate Reports in grid and graph mode. Auto prompt filter feature gave end-user choice of different filtering criteria each time they run the report.
- Created Drill maps for the existing reports to define custom drilling options.
- Consolidations, Custom Groups and Transformations required for reports.
- Reports using complex Filters and Compound Metrics and Prompts.
- Used Advanced Prompts, Non-Aggregatable Metrics, Conditional, Transformation metrics and Level Metrics for creating complex reports.
- Created Interactive Dashboards by using different types of Widgets like Micro charts, Gauges, Time Series Slider, Fisheye Selector, Bubble graphs and Controls like Selectors, and Panel Stacks & Layouts.