

VENKATA SRIHARSHA SIDDAM

BUSINESS PRINCIPAL CONSULTANT

+91 9700009993
sriharsha87@gmail.com
Hyderabad, India
linkedin.com/in/siddam

PROFESSIONAL OVERVIEW

Experienced Business Principal Consultant with 15+ years of expertise in Data Warehousing, Business Intelligence, and digital transformation. Currently serving at Colruyt Group India, specializing in analyzing business requirements, system specifications, and functional solution designs for large-scale BI implementations.

WORK EXPERIENCE

- Responsible for creating unified **Data Models, Data Flows, Data Transformations, Process Automation**, and delivering data reporting solutions, **visualizations** that are consumed by a wide audience including business Leaders, managers, and business Analysts.
- Increased data model efficiency by 40% through optimization and normalization techniques, while successfully designing and implementing 15+ physical data models across multiple business units, resulting in a 25% reduction in query response time.
- Led the end-to-end development of 20+ enterprise-wide **Power BI solutions**, including data modeling, DAX calculations, Power Query transformations and dataflows, and interactive report/dashboard publishing—delivering self-service BI to 500+ users across Business Leadership, Management, and Analytics teams, resulting in \$2.5M in cost savings through improved decision-making.
- Proven expertise in the **Retail, Finance, HR, Supply Chain, Sales, and Marketing** domains, with excellent communication, presentation, interpersonal, and stakeholder management skills. I have a strong track record of consistently delivering business-critical projects on time and within budget.
- Architected and deployed 8 mission-critical data integration pipelines processing 5TB+ of data monthly, reducing data processing time by 60% and improving data accuracy from 92% to 99.5%.
- Automated data extraction and transformation processes for 25+ data sources, reducing manual processing time by 75% and enabling real-time customer insight generation that improved customer retention by 15%.
- Built and maintained 100+ end-to-end data pipelines processing 100M+ daily transactions, with zero critical failures and 99.8% data accuracy, enabling self-service analytics for 200+ business users.
- Served as Lead Architect for various projects while working onsite in Belgium, demonstrating expertise in international collaboration and project leadership.
- Provided 24/7 support for **BI applications**, including incident management, root cause analysis, change requests, service requests, deployments, and server maintenance and worked with the P1 team on major business-critical production problems.

EDUCATION

Bachelor's degree in computer science

Jawaharlal Nehru Technological University - 2008

SKILLS

- Data Modeling: **Sybase Power Designer**, MS Visio, Draw.io
- Databases: Oracle 12c, **Sybase IQ 16/15.4**, SAP HANA, DB2, MySQL
- BI Tools: **Power BI**, Business Objects (Designer, Desktop Intelligence, Web Intelligence)
- ETL Tools: **Informatica PowerCenter** 10.5.1/10.2/9.6.1/9.1, Talend, Metadata Manager
- Programming: **SQL**, PL/SQL, Python (basics), Linux
- Big Data: HDFS, Hive, Impala

CERTIFICATIONS

- Linux RedHat Engineer
- Oracle Professional DBA
- PL-300 Power BI Developer
- Data Vault 2.0 Methodology

STRENGTHS

Go Getter – Flexibility – Quick Learner – Problem Solving

PERSONAL DETAILS

Date of birth: 28/09/1987.
Gender: Male.
Nationality: Indian.