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AI-generated content may be incorrect.Durga Pranay

Sr Power Platform Developer

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**10+ Years of Professional Experience** in developing analytical solutions, assisting business leaders in tracking and achieving KPIs, and handling the design, development, implementation, and testing of client/server applications using **Microsoft SQL Server** and BI suite, **Power BI**, and **SSIS**.

* Implemented CI/CD pipelines using **Azure DevOps** for version control and automated deployments of Power Platform solutions, ensuring smooth development workflows and continuous delivery in a **PaaS environment.**
* Expert in developing conversational AI solutions using **Copilot Studio**, integrated with Power Platform and Azure, to automate workflows and enhance user engagement.
* Designed and deployed AI-powered solutions using **AI Builder** and **Power Automate** to automate business processes, improve customer interactions, and enable data-driven decision-making
* Created custom tables, relationships, and views in **Dataverse**, enabling efficient **data management** and seamless integration with other Microsoft applications like **Dynamics 365** and **Power Platform.**
* Created **dashboards** for the **Customer assistance** projects for a smooth and descriptive analysis.
* Designed and implemented data models using **Dataverse** to structure and manage business data for multiple applications, ensuring consistency and data integrity across **Power Apps** and Power BI solutions.
* Designed and **deployed AI-powered solutions** using **AI Builder** and **Power Automate** to automate business processes, improve customer interactions, and enable data-driven decision-making**.**
* Deployed and managed business intelligence applications in cloud-hosted environments, leveraging Power BI Service and **SharePoint** Online to streamline report distribution, access control, and collaboration.
* Integrated Power Platform solutions with **Microsoft Azure PaaS** components such as **Azure Functions, Logic Apps, Azure Data Lake, and Azure DevOps to support secure, scalable, and cloud-native applications.**
* Familiar with evaluating and utilizing emerging AI technologies such as **LLMs, embeddings, and Co-Pilot Studio** to build and optimize AI-driven business solutions.
* Delivered enterprise-grade reporting and automation solutions using Microsoft Power Platform (**Power BI, Power Apps, Power Automate**), all deployed through Microsoft 365—a leading SaaS environment.
* **Expert in Microsoft Power BI** technology stack with extensive experience in data analysis and business intelligence application development.
* **Competent in SDLC and STLC methodologies**, including **Agile** and **Waterfall**.
* **Data Migration Expertise**: Experienced with SQL, **SQL Azure**, **Azure Storage**, **Azure Data Factory**, **SSIS**, and **PowerShell**.
* Strong knowledge of **business/process data flow** and **data modeling concepts**.
* **Proficient in Data Modeling**: Skilled in data cleansing, profiling, validation, and creating custom calculations using **DAX expressions**.
* **JavaScript for Data Visualization**: Leveraged **JavaScript** to create dynamic data visualizations and interaction.
* Developed complex visual reports, **KPI scorecards**, and dashboards using **Power BI Desktop** and **Power BI Service**.
* **Conceptual Knowledge** of **Teradata**, **SAP**, and **Salesforce** ETL data loading.
* Extensive experience in **Database Administration** and **System Analysis** for MS SQL Servers (6.5, 7.0, 2000, 2005, 2008) in both **Production** and **Development** environments.
* I specialize in developing **interactive, real-time reports** with drill downs and customizations across multiple data sources (e.g., **Oracle Database**, **Microsoft SQL Analysis Services**, **Excel**, **FTP files**).
* **Microsoft Power Apps** technology stack expertise, including **SharePoint** and **Power Automate** technologies.
* **Python for Data Analysis**: Utilized **Python libraries** (Pandas, NumPy, Scikit-learn) for data manipulation, analysis, and machine learning.
* Hands-on experience with **Power Query** and **DAX** expressions for transforming data and creating calculated columns and measures.
* Developed a variety of visualizations, including **slicers, line charts, pie charts, maps, scatter plots, and tree maps**.
* Strong understanding of **Power BI Cloud Service** and performing **administrative activities**.
* **Data Visualization Expertise**: Created visualizations using **Matplotlib**, **Seaborn**, and **Plotly**.
* **End-to-End BI Lifecycle**: Involved in the entire Business Intelligence lifecycle, including **requirements gathering**, **data modeling**, **ETL**, report development, security, and deployment.
* Solid understanding of **relational, tabular, and multi-dimensional data modeling**.
* Experience with various data sources, including **databases**, **files**, **JSON**, and **cloud-based sources**.
* Strong experience with **SDLC methodologies**, including **Waterfall** and **Agile**.
* Excellent organizational skills with the ability to handle multiple priorities independently.
* **PowerShell Scripting**: Experience in **Batch** and **PowerShell scripting** for automation on Windows platforms.
* Developed conversational AI solutions using **Power Virtual Agents**, integrating with **Dynamics 365** and other business systems to automate customer support workflows, improving response times and reducing manual handling.
* Extensive experience in developing and automating workflows using Power Automate and creating custom applications with Power Apps, enabling seamless integration and efficiency across business operations within the Power Platform.
* Proven expertise in designing and implementing APIs to facilitate data exchange between Power Platform applications and external systems, ensuring robust connectivity and enhancing application functionality.
* Developed custom plug-ins and client-side scripts in **JavaScript** to extend Dynamics 365 functionalities, including automation of data processes and enhancing user interfaces.
* Customized **Microsoft Dynamics 365** and Power Platform solutions using JavaScript, custom PCF controls, and plug-ins to enhance functionality and streamline workflows across various business units.
* Developed **data scraping scripts** using **BeautifulSoup** and **Requests**.
* Proficient in scheduling **automatic refresh** and **report scheduling** in Power BI Service.
* Created **monthly and quarterly reports** as **bar charts** for management using filtering techniques and deployment to **Power BI Service**.
* **SQL Expertise**: Extensive experience in creating **complex packages**, **stored procedures**, **functions**, **triggers**, **cursors**, **tables**, **views**, **joins**, **SQL**, and **T-SQL**.
* Applied **Natural Language Processing** (NLP) techniques using **NLTK** and **spaCy**.
* Integrated **JavaScript libraries** such as **D3.js** and **Chart.js** for creating customizable visualizations.
* Deep understanding of **Data Warehouse concepts**, including **ETL**, **Star Schema**, **Snowflake Schema**, **Normalization**, **Dimensional Data Modeling**, **Fact** and **Dimension** tables, as well as both physical and logical data modeling.
* Designed and implemented **ETL processes** to move and transform data into **Snowflake**.
* A versatile professional with a commitment to continuous learning and solving complex challenges. Strong client service and public relations experience.
* Excellent communication skills, with the ability to communicate effectively with all levels of management.

**Technical Skills Matrix**

|  |  |
| --- | --- |
| **Programming Languages** | Python, SQL, T-SQL, DAX, .Net, JavaScript, C#, R, M |
| **AI frameworks** | PyTorch, TensorFlow , Keras |
| **Data Integration** | Azure Data Factory, SSIS, Data Pipelines, ETL/ELT Development |
| **Cloud Platforms** | Azure (Data Lake Gen2, Blob Storage, Synapse Analytics, Key Vault), GCP and AWS |
| **Data Modeling** | Star Schema, Snowflake Schema, Fact & Dimension Tables |
| **Data Warehousing** | Azure Synapse, SQL Server, Snowflake |
| **Business Intelligence Tools** | Power BI, Tableau, SSRS |
| **Database Technologies** | SQL Server, Azure SQL Database, PostgreSQL |
| **Automation & RPA** | Power Automate, UiPath (basic), Python Scripting |
| **Data Transformation** | PySpark, Pandas, Azure Synapse Notebooks |
| **Version Control** | Git, GitHub, Azure DevOps |
| **CI/CD & DevOps** | Azure DevOps Pipelines (basic), YAML |
| **Data Governance & Security** | Azure RBAC, Data Masking, Key Vault, Role-based Access |
| **Reporting & Visualization** | Power BI (DAX, M), Tableau (LOD, Calculated Fields) |
| **Scheduling & Monitoring** | ADF Triggers, Azure Monitor, Log Analytics |
| **Documentation** | Confluence, Wiki, Data Dictionary Creation |
| **Ai platforms** | Copilot studio (Bot Design, NLP, Power Platform Integration)  , IBM Watson Studio |

**Work Experience:**

**Client: CyrusOne, Dallas, TX From: June 2022 - present**

**Role: Sr Power Platform Developer**

**Project Description:**

The project focused on enhancing operational transparency and streamlining facility management processes across CyrusOne’s data centers using the Microsoft Power Platform suite (Power BI, Power Apps, and Power Automate), deployed within Microsoft 365 and Azure—both SaaS and PaaS environments. The primary objective was to develop centralized dashboards for real-time monitoring of data center performance metrics, including power utilization, equipment uptime, and incident tracking. I built custom Power Apps for managing maintenance requests and automating service-level workflows, reducing manual errors and improving resolution time. Power Automate flows were implemented to ensure SLA compliance and automated notifications to key stakeholders. This cloud-native solution empowered leadership teams with data-driven insights for optimizing energy efficiency and reducing operational costs.

**Key Contributions:**

Led the customization and development of solutions using **Microsoft Dynamics 365**, including wer Apps and Power Automate, to streamline workflows and enhance operational efficiency across client environments. Implemented custom Dynamics 365 solutions, integrating with other Microsoft services like Power BI, Power Automate, and Azure, to create cohesive, enterprise-grade applications. Developed and deployed machine learning models using **Azure ML**, **Python**, and **C#**, focusing on automating workflows, improving decision-making, and driving operational efficiencies.

Designed and deployed AI chatbots using **Copilot Studio** to automate facility management queries, integrating with Power Automate and Dynamics 365, reducing manual inquiry handling by 25%. Leveraged **Copilot Studio**’s NLP capabilities to create multilingual bots, improving accessibility and increasing user satisfaction by 15%. Automated 30% of routine operational inquiries using **Copilot Studio**, streamlining workflows and enhancing SLA compliance.

Led the end-to-end design and architecture of data-driven solutions using **Microsoft Power Platform**, **Azure**, and **Dynamics 365**, ensuring seamless integration of enterprise systems and driving process optimization for CyrusOne. Managed a cross-functional team of developers, business analysts, and system architects, fostering collaboration and ensuring timely delivery of key project milestones. Guided junior developers and team members in adopting best practices for **Power Platform**, **Power BI**, and **Azure** implementations, ensuring high-quality and scalable solutions. Facilitated daily stand-ups, sprint planning, and retrospective meetings to ensure smooth collaboration and continuous delivery within an Agile environment. Led the integration of data from multiple sources including **Dynamics 365**, **Azure SQL**, and third-party applications to ensure a unified view of business performance.

Designed, developed, and customized end-to-end solutions using the Microsoft Dynamics 365 and Power Platform technology stack, including Power Apps, Power Automate, and Power BI, to meet client-specific business needs and improve operational efficiency. Integrated Microsoft Dynamics 365 modules with other Microsoft services like Power BI and Azure to create scalable, cloud-native applications that streamline business processes.

Developed model-driven Power Apps to automate and streamline business processes, including customizing user interfaces and implementing business logic to meet client-specific requirements. Designed and implemented automated workflows using Power Automate, optimizing business processes, integrating with third-party systems, and reducing manual errors by 30%. Created custom flows for automating approval processes and system integrations, ensuring seamless operations across multiple platforms.

Designed and architected solutions using **Microsoft Power Platform components** (Power Apps, Power Automate, Power BI) to meet business needs, creating user interfaces, workflows, and data models that drive business processes. Developed scalable Power Apps applications and automated business processes using Power Automate, streamlining workflows and improving operational efficiency.

* Led the development team.

Designed and developed Power BI dashboards for real-time monitoring of data center KPIs like power usage, uptime, and asset performance in a SaaS environment using Power BI Service.  
 • Created custom Power Apps within Microsoft 365 SaaS for managing facility maintenance requests and tracking resolution workflows.

Supported testing phases, identified defects, and provided remediation by troubleshooting and optimizing Power Platform solutions for performance and accuracy.

Worked closely with QA teams to ensure that all Power Platform applications met functional and performance requirements before deployment.  
• Automated approval and notification processes using Power Automate, enhancing efficiency within a low-code SaaS framework.  
• Integrated Power Platform solutions with Azure PaaS services, including Azure Functions and Azure Logic Apps, for secure, scalable automation and centralized data processing.  
• Improved SLA compliance by implementing automated reminders and escalation flows within maintenance workflows.

* Utilize Power Automate to create automated workflows that interact with Dynamics 365 and streamline business processes.
* Collaborate with stakeholders to gather requirements for Dynamics 365 customizations and enhancements.
* Implement and maintain integrations between Dynamics 365 and other third-party applications using Power Platform.
* Create and manage dashboards and reports in Power BI to visualize data from Dynamics 365.

Built and maintained scalable AI infrastructures on **Microsoft Azure**, leveraging **Azure Machine Learning** and **Azure Cognitive Services** to deploy machine learning models for automation and decision-making in real-time business processes.  
• Developed reusable components and templates for consistent UI and faster app deployment across different facilities.

* Design and implement custom APIs using .NET to integrate Power Platform applications with external systems.
* Utilize Azure DevOps for CI/CD pipelines to automate deployment and testing of Power Apps.
* Develop secure RESTful APIs that enable data exchange between Power Platform solutions and various databases.
* Collaborate with cross-functional teams to gather requirements for applications built on the Power Platform and .NET.
* Monitor application performance and implement improvements in API response times and system reliability.
* Create and maintain technical documentation for API endpoints developed in C#.
* Build model-driven Power Apps that utilize .NET backend services to enhance functionality.

• Collaborated with cross-functional teams including operations, compliance, and IT for accurate data mapping and requirement gathering.  
• Conducted performance optimization of Power BI datasets and reports to support large-scale, real-time monitoring in the cloud.

* Maintain and update existing Power Platform applications to improve functionality and user experience.
* Monitor application performance and troubleshoot issues within Power Automate flows for timely resolution.
* Develop and manage Power BI dashboards that visualize data from Power Platform applications for better insights.
* Implement security measures and compliance standards in Power Platform applications to protect sensitive data.
* Leverage Power Automate to create alerts and notifications that enhance communication and project tracking.

• Ensured data governance and security compliance by applying role-based access control (RBAC) and encryption within Microsoft 365 and Azure environments.  
• Developed custom connectors and APIs to enable seamless integration between Power Platform apps and third-party facility management systems.  
• Implemented error-handling and logging mechanisms in Power Automate flows to ensure transparency and easier troubleshooting.  
• Created executive-level dashboards to provide C-suite with strategic insights into operational efficiency and cost-saving opportunities.  
• Standardized data models and schemas to ensure consistency across multiple Power BI reports and apps.  
• Trained business users and technical teams on using Power Platform tools, promoting self-service analytics and reducing dependency on IT.  
• Led migration of legacy reporting systems to Power BI SaaS, ensuring continuity and modernization of reporting infrastructure.  
• Managed DevOps and CI/CD practices for Power Platform deployments using Azure DevOps, leveraging PaaS-based pipelines for streamlined version control and release management.

**Results:**

* **Optimized Operations:**  
  Digitized key facility and data center management workflows, reducing manual effort and turnaround times by over 45%.
* **Enhanced Monitoring & Insights:**  
   Delivered real-time visibility into power usage, energy efficiency, and equipment Health through interactive Power BI dashboards.
* **Improved Compliance & Risk Management:**  
   Implemented automated alerts and data validation flows ensuring adherence to SLAs, compliance protocols, and operational standards.
* Streamlined data center insights delivery through Power BI dashboards deployed via Microsoft SaaS infrastructure, accessible through Teams and SharePoint.
* Reduced IT overhead and accelerated digital transformation by transitioning core facility operations to PaaS/SaaS-based Power Platform applications.

**Increased User Engagement & Adoption:**  
• Created intuitive Power Apps for internal teams and field technicians, streamlining task reporting and improving mobile accessibility.

**Cost Reduction:**  
• Automated recurring processes using Power Automate, significantly lowering resource overhead and administrative costs.

**Technology Stack:**

**Power BI:**  
• Data Modeling, Visual Analytics, DAX, Power Query, Real-time Dashboards, Role-Level Security (RLS).

**Power Apps:**  
• Canvas Apps, Model-Driven Apps, Dataverse, SharePoint Integration, Responsive UI Design.

**Power Automate:**  
• Scheduled Flows, Approval Workflows, Notifications, Integration with Dynamics 365 and Microsoft 365 services.

**Azure Services:**  
• Azure Data Lake, Azure Functions, Logic Apps, Azure DevOps for CI/CD, Azure Key Vault for credential management.

**Microsoft 365:**  
• SharePoint, Outlook, Teams integration for workflow triggers and team collaboration.

**Security & Compliance:**  
• RBAC, DLP Policies, Organizational Data Gateways, Compliance with ISO and data handling standards.

**Other Tools:**  
• Python for backend data processing, AI Builder for low-code intelligence, Jira & Confluence for project tracking and documentation.

**Client: Avis Budget Group, Parsippany, NJ From: March 2018 – June 2022**

**Role: Sr Power App Developer**

**Project Description:**

The project focused on modernizing ABG’s enterprise reporting infrastructure and delivering advanced business intelligence capabilities to drive data-informed decisions across fleet operations, rental transactions, and customer service analytics. As a Sr. Power BI Developer, I was responsible for designing and developing end-to-end BI solutions that consolidated data from multiple sources including Oracle, SQL Server, and cloud-based platforms. I led the development of interactive dashboards and reports to monitor key performance indicators (KPIs) like vehicle utilization, revenue per transaction (RPT), maintenance cost per unit, and customer satisfaction scores. I collaborated closely with business stakeholders to implement row-level security (RLS), improve data refresh strategies, and ensure compliance with data governance standards. My work enabled ABG to track operational metrics in real time, enhance profitability insights, and optimize fleet performance.

**Key Contributions:**

Designed and architected solutions using Microsoft Power Platform components (Power Apps, Power Automate, Power BI) to meet business needs, creating user interfaces, workflows, and data models that drive business processes.

Developed scalable Power Apps applications and automated business processes using Power Automate, streamlining workflows and improving operational efficiency.

* Designed and developed interactive Power BI dashboards to monitor fleet utilization, vehicle health, and rental activity in real time.
* Utilize Power Apps to build user-friendly applications that enhance data entry and retrieval processes.
* Provide technical leadership and oversight for Power Platform development projects, ensuring adherence to best practices.
* Conduct training sessions for end-users, demonstrating effective use of applications developed with Power Platform.
* Leveraged Google Cloud Platform (GCP) services including BigQuery and Cloud Storage to build cloud-native reporting solutions integrated with Power BI and Power Apps.
* Implemented automated data pipelines using GCP Dataflow and Cloud Functions to streamline ETL processes and improve data availability for analytics teams.
* Developed custom connectors and APIs to integrate Power Platform applications with third-party systems, enhancing business workflows and data synchronization.
* Collaborated with backend teams to integrate Power Platform solutions with SQL Server, Azure Data Lake, and other enterprise systems, ensuring seamless data flow and automation.
* Integrated data from multiple sources including SQL Server, Oracle, and flat files using Power Query and Dataflows.
* Use Microsoft Dataverse as the data storage layer for applications developed on Dynamics 365.
* Develop data modeling strategies to optimize the performance of Dynamics 365 applications.
* Test and validate enhancements in Dynamics 365 to ensure they meet functional and business requirements.
* Create documentation for customizations and solutions developed in Dynamics 365 for future reference.
* Led development teams through full SDLC lifecycle, from requirements gathering to deployment and post-implementation support, ensuring adherence to Agile and Waterfall methodologies in large-scale projects.
* Worked closely with cross-functional teams including business analysts, QA, and stakeholders to ensure delivery of high-quality solutions following enterprise-level SDLC processes.
* Execute automated testing within Azure DevOps to ensure consistent deployments and application quality.
* Write complex business logic for Power Automate flows leveraging .NET assemblies.
* Implement Azure API Management to publish, secure, and analyze APIs used by Power Platform solutions.
* Design UI components in Power Apps that interact with backend data through custom APIs.
* Conduct code reviews and provide mentorship on best practices in C# programming for junior developers.
* Created reusable semantic models and data sets in Power BI for enterprise-wide reporting.
* Collaborated with business users to gather and analyze reporting requirements across Finance, Operations, and Customer Service teams.
* Developed complex DAX measures and calculated columns to support advanced KPI calculations and visualizations.
* Develop automated workflows with Power Automate to optimize repetitive tasks, improving efficiency across departments.
* Create custom connectors within Power Automate to integrate various business applications and third-party services.
* Implemented Row-Level Security (RLS) to ensure data access was restricted based on user roles and business units.
* Built drill-through reports and custom tooltips for deeper insights into vehicle availability, maintenance, and revenue metrics.
* Worked closely with the Fleet Operations team to visualize vehicle turn-around time and maintenance cost per unit.
* Automated report delivery using Power BI service subscriptions and shared workspaces with executives.
* Tuned Power BI performance by optimizing data models, removing unused columns, and leveraging aggregations.
* Created self-service reporting environments and trained business users on Power BI best practices.
* Migrated legacy SSRS reports to modern Power BI dashboards, improving usability and visual appeal.
* Created data dictionaries and documentation for data models and reports to support end-user adoption.
* Participated in regular Agile sprint meetings and provided status updates, estimations, and deliverables.
* Collaborated with Azure Data Engineers to build pipelines that staged and cleaned data before reaching Power BI.
* Ensured compliance with corporate data governance policies by working with InfoSec and Data Stewards.

**Results:**

* **Optimized Operational Efficiency:** Enhanced fleet management visibility, reducing vehicle downtime by 25% through real-time insights.
* **Improved Decision-Making:** Delivered executive dashboards that enabled leadership to make faster, data-backed rental and maintenance decisions.
* **Reduced Reporting Time:** Replaced manual Excel-based reports with automated Power BI dashboards, cutting reporting time by over 60%.
* **Enhanced Data Governance:** Implemented RLS and audit logging to ensure compliance with data access policies and user-level security.

Technology Stack

* **Power BI:** Dashboards, DAX, Dataflows, RLS, Power BI Service, Power Query.
* **Data Sources:** SQL Server, Oracle, Excel, Azure Blob Storage.
* **ETL & Integration:** Power Query, Azure Data Factory (if applicable), SSIS.
* **Collaboration & DevOps:** JIRA, Confluence, Git for version control.
* **Security & Compliance:** RLS, data masking, usage monitoring, audit logs.
* **Others:** Excel, SharePoint, Power Automate, Microsoft Dynamics 365, Power Apps (Model-driven apps), Dataverse, Power Automate (workflows, integrations), Power BI (DAX, Power Query).
* JavaScript, C#, REST APIs, PowerFX (for custom logic).

**Client: AT & T, Austin, Texas. From: August 2016 – March 2018**

**Role: Power BI developer**

**Project Description: Internal Business Intelligence Dashboard Redesign** AT&T embarked on a critical initiative to modernize its internal Business Intelligence dashboards, which had become outdated and faced performance bottlenecks. The project’s goal was to redesign and optimize the dashboards to support strategic decision-making across multiple departments including finance, sales, network operations, and executive management. The redesign aimed to improve usability, enable real-time insights, and integrate various data sources for a unified analytical experience.

* Led the complete redesign of internal Power BI dashboards to improve performance, usability, and insight delivery.
* Integrated AWS services such as Amazon S3 and AWS Lambda for scalable ETL automation, reducing manual effort and improving processing speed by 30%.
* Utilized Amazon Redshift as the backend for Power BI dashboards, enabling high-performance querying and reporting on large datasets.
* Built optimized data models using star schema design to support large-scale reporting with reduced latency.
* Developed dynamic dashboards for departments including Finance, Network Ops, Sales, and Executive teams.
* Created advanced DAX measures and KPIs to support actionable insights and business forecasting.
* Integrated multiple data sources including SQL Server, Excel, and flat files into a unified data layer.
* Implemented Row-Level Security (RLS) to control user access based on department and region.
* Streamlined ETL processes by collaborating with backend teams and ensuring clean, validated data for reporting.
* Used Power Query to transform and clean large datasets, enabling smoother dashboard refresh cycles.
* Designed custom visuals to support executive storytelling and highlight key performance drivers.
* Collaborated with business stakeholders to gather requirements and translate them into technical specs.
* Published and maintained Power BI reports in the service workspace, scheduling refreshes and alerts.
* Delivered mobile-optimized dashboards for on-the-go leadership access.
* Perform performance tuning and optimization of .NET code to support high-availability applications.
* Conducted performance tuning of reports and queries, improving loading time by 40%.
* Trained business analysts and junior developers on Power BI best practices and self-service capabilities.
* Created user documentation and dashboards usage guidelines for business units.
* Participated in Agile development cycles, contributing to sprint planning, standups, and retrospectives.

**Results & Outcomes:**

* **Improved Operational Efficiency:**  
  • Redesigned dashboards improved decision-making speed and clarity across departments, reducing manual reporting efforts by 60%.
* **Enhanced Performance:**  
  • Optimized data models and DAX measure significantly reduced report load times, boosting user engagement and adoption.
* **Stronger Executive Insights:**  
  • Real-time visual analytics provided senior leadership with up-to-date performance metrics and trend analysis for better forecasting.
* **Data Accuracy & Security:**  
  • Integrated RLS and data validation protocols ensured users accessed only authorized, clean data, improving trust in the platform.
* **Higher User Satisfaction:**  
  • Received positive feedback from business users for intuitive design and responsiveness, leading to increased dashboard usage across the enterprise.

**Technology Stack:**

* **Power BI:**  
  • Power BI Desktop, Power BI Service, DAX, Power Query, Custom Visuals, Row-Level Security (RLS)
* **Data Sources:**  
  • SQL Server, Excel, CSV, SharePoint, and Web APIs
* **ETL & Integration:**  
  • Power Query, SSIS (for staging), manual data mapping for initial migration
* **Collaboration & Workflow:**  
  • Microsoft Teams, Jira (Agile Sprints), SharePoint, Outlook
* **Security & Compliance:**  
  • RLS, User Access Control, Audit Trails for Report Changes

**Client: HSBC, Hyderabad. Oct 2013 – Dec 2014**

**Role: Data Analyst**

**Project description:**

At HSBC, the project focused on enhancing the bank’s data analytics capabilities to improve reporting accuracy, streamline regulatory compliance, and drive better customer insights. As a Data Analyst, I worked closely with cross-functional teams to gather business requirements, perform data profiling, and generate insights using SQL and Excel-based tools. The project emphasized improving the efficiency of financial and operational reporting, reducing data redundancy, and supporting compliance with Basel III and other global banking regulations. My contributions supported decision-makers in identifying risk patterns, optimizing branch-level operations, and aligning with strategic goals.

Key Contributions:

* Gathered and analyzed business requirements from stakeholders to translate them into actionable data insights.
* Developed and automated daily, weekly, and monthly operational and regulatory reports.
* Wrote complex SQL queries to extract and manipulate large datasets from multiple sources.
* Performed detailed data profiling, cleansing, and validation to ensure high data accuracy.
* Created Excel-based dashboards to track KPIs for retail banking and customer operations.
* Collaborated with the compliance team to support reporting needs for Basel III and KYC initiatives.
* Reduced manual reporting efforts by implementing reusable SQL scripts and pivot models.
* I conducted root cause analysis for data anomalies and collaborated with IT to resolve issues.
* Worked with data governance teams to define and enforce data quality standards.
* Delivered actionable insights that helped regional branches improve customer retention.
* Created documentation for data dictionaries, data lineage, and reporting procedures.
* Participated in UAT (User Acceptance Testing) to validate new report structures and outputs.
* Supported the migration of legacy reports into newer structured formats.
* I partnered with finance teams to enhance cost analysis and profitability reports.
* Trained business users in best practices for accessing and interpreting reports.
* Maintained strict confidentiality and adhered to data security and compliance protocols.

**Results:**

* **Enhanced Reporting Efficiency:**  
  Automated key financial and operational reports, reducing manual efforts by 50% and improving turnaround time for business insights.
* **Improved Data Accuracy:**  
  Data validation and cleansing processes led to a 30% reduction in reporting errors across monthly business reviews.
* **Stronger Compliance Support:**  
  Delivered accurate and timely data to compliance teams, aiding in adherence to regulations like Basel III and internal audit requirements.
* **Informed Decision-Making:**  
  Delivered actionable insights through dashboards and reports that helped business units make data-driven decisions, improving customer service KPIs.

**Technology Stack:**

* **Databases & Tools:**  
  SQL Server, Oracle, Teradata, MS Access
* **Reporting & Analysis:**  
  Excel (PowerPivot, Pivot Tables), VBA, Crystal Reports
* **Data Handling & Automation:**  
  SQL, SSIS (basic), Macros, Data Profiling Tools
* **Documentation & Collaboration:**  
  SharePoint, Confluence, JIRA
* **Compliance & Governance:**  
  Data Quality Frameworks, Basel III, KYC Data Standards

**Education:**

Bachelor’s: Major in Computer science, Andhra University, Visakhapatnam, Andhra Pradesh, India, 2013.

Master’s: Major in Computer Science, St Cloud state University, St Cloud, Minnesota, US, 2016.