Name: Deepika Muppala
Email: muppaladeepika464@gmail.com
Phone #: 7671925226

Professional Summary:

- A dynamic Business Intelligence Developer and Data Analyst with over 2 years' experience of making understandable and actionable sense of data, analytically and visually,

- Using innovative technologies in BI and Data Analytics. Strong and Reliable very quick learner who always strives for new technical knowledge in Developing, Analyzing, Designing, Managing, and Reporting data.

- Expertise in creating different reports, like Drill-Down, Drill-Through, Parameterized, and Powerbi reports based on client requirement using SSRS. Used various sources to pull data into Power BI.

- Handful experience in creating SSIS packages for extracting, transforming, and loading data from Excel, Flat Files and other sources to different databases and data warehouses.

- Expertise in Power BI, Power BI Pro, Power BI Mobile.

- Created Powerbi Dashboards with interactive views, trends and drill downs along with user level security.
- Excellent communication and writing skills with the ability to adapt to new and dynamic environments
- Ability to multi-task, prioritize and work with time constraints while paying attention to details
- Ability to work with all levels of management, willingness to learn and implement new ideas quickly and to be a collaborative team player.

TOOLS AND TECHNOLOGY

RDBMS	: MS SQL Server
Database / ETL Tools	: SQL, Ms Excel
Reporting	: Report Builder, Power BI, Power BI Service

PROFESSIONAL EXPERIENCE:

VA Solutions Pvt Ltd — *Power BI Developer*

(Aug-2023 – Aug-2025)

Projects & Responsibilities:

Abramson Centre for Jewish Life
Power BI Developer

Responsibilities:
- Build maintain SQL scripts, indexes and complex queries for data analysis.
- Gathered and documented business requirements for analytical reports.
- Accessed various data sources to pull data for reporting and analysis.
- Developed Power BI reports using DAX.
- Developed documentation for data flows, processed and trainings for self-service reporting.
- Create calculated columns and measures with the use of DAX.
- Ensured data quality and integrity in databases.
- Scheduled automatic refresh in power bi service.
- Created row level security with power bi and integration with power bi service portal.
- Managed day to day activities to ensure the completion of deliverables on time by providing a weekly status report.
- Designed and developed SSIS packages using best practices to perform ETL processes.
- Experience in working with star schema and snowflake schema to develop MOLAP cubes using SSAS.
- Used query analyzer to optimize query performance.

Environment: Microsoft SQL Server 2008/2008R2, MS Sql integeration Services 2008, SSRS 2008, SSAS.

AutoZone Auto Parts
Power BI Developer

Responsibilities:
- Business requirement gathering for developing Power BI reports.
- Connecting to various data sources, importing data and transforming data for business intelligence.
- Developing reports and dashboards using Power BI desktop.
- Implement row level security on Power BI reports.
- Creation of Power Bi Data flows.
- Responsible for setting up Incremental refresh for Power bi reports.
- Responsible for design methodology and project documentation.
- Developing complex calculated measures using DAX in Microsoft power bi.

- Create Power BI premium workspaces and apps in the Power BI service.
- Publish Power BI reports to the Power BI service.
- Configuring various data sources on the Power BI gateway.
- Schedule automatic refresh in power bi service
- Optimizing power bi reports for performance.
- Power BI Gateway Configuration and Management.
- Power BI admin portal management.

Environment: SQL Server 2019/2016/2012, SQL BI Suite (SSIS, SSRS), SQL, Power BI, SQL Profiler, MS Office, Windows Server 2016.

Education:

Sv college of Engineering, Tirupati (2018-2022)
Bachelor of Technology (CSE)