**Vijay Babu Madhineni**

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**Summary:**

* 12.5 years of Professional experience in the IT industry, involved in working on Tableau and in MSBI & PowerBI projects with extensive usage of ETL & Reporting tools like SQL Server Integration Services (SSIS) and SQL Server Reporting Service (SSRS).
* Working in Agile methodologies and conducting standup meetings and collating deliverables.
* Experience in Business Intelligence, Banking, Sales & Marketing,
* Extensive working skills with different reporting tools for all deliverable projects through the projects delivered.
* Leading a team of 4 and previously lead a team of 5 in earlier projects.
* Strong knowledge of Power BI and Paginated Reports
* Experience leading a team of 8+ members onshore & offshore assigning and taking care of the deliverables in time.
* Using different sources form web API’s and build extract the source data from API’s and use it for reporting
* Implementing different query parameters and working with different data sources in Power Bi.
* Creating calculated columns using Data Blending and implements and using live query analysis in Tableau to create effective visualization.
* Query Optimization Tuning SQL queries to ensure efficient data retrieval and processing. Data Integration Building and maintaining pipelines to ingest and transform data from various sources into Snowflake.
* Designing the overall data architecture and data flow within Azure Data Factory.
* Defining data models, schemas, and metadata.
* Ensuring data governance and compliance standards are adhered to.
* Collaborating with other teams to integrate data pipelines with other systems and applications.
* Worked with Microsoft Power BI, DAX expressions, Power View and Power Query integrated with share point.
* Installation and configuration: Installing and configuring SharePoint servers and services according to organizational requirements.
* User management: Managing user accounts, permissions, and access levels within SharePoint sites and content.
* Security Implementation Implementing and maintaining security policies, access controls, and encryption within Snowflake.
* Performance Monitoring Monitoring system performance and resource utilization and making recommendations f for optimization.
* Disaster Recovery Planning Developing and implementing backup and recovery strategies to ensure data integrity and availability.
* Manage user permission to the capacity, manage workloads to configure memory usage.
* Creating Gateways and assigning them to the datasets for the Refresh Schedule.

**Education:**

Bachelor of Technology Graduate in Computer Science as a specialization from Jawaharlal Nehru Technological University, 2012, Andhra Pradesh, India.

**Technical Skills:**

* Operating System : Windows family.
* Technologies : Microsoft Business Intelligence Tools (MSBI) ,Fabric
* Databases : SQL Server (2008R2/2012), Snowflake.
* ETL Tools : SQL Server Integration Services
* Reporting Tools : SQL Server Reporting Services, Tableau, PowerBi
* Methodologies : Agile, Waterfall
* Power Tools : Power Apps,Power Automate

**Professional Experience:**

**McLane Jul 2024 to Present**

**Sr. PowerBI Lead**

**Responsibilities:**

* Development of dashboards on Power BI.
* Creating Semantic models in Fabric and using them to create dashboards.
* Working with Data Engineers and working on fabric on creation of Notebooks & Semantic models.
* Working on building Lakehouse models in fabric environment and working on data.
* Developing visual reports, dashboards and KPI scorecards using Power BI desktop.
* Documenting changes and implementing them in new different environments like PROD, SIT, UAT.
* Implementing Drill Through & Hyperlinks in Power BI report.
* Applied Python to support data verification tasks during report development.
* Worked with Microsoft Power BI, DAX expressions, Power View and Power Query integrated with share point.
* Working with different data sources and accumulating the data for the creation of dashboards.
* Used Python for generating summary reports and exporting them to Excel.
* Creating grouping mechanism to segregate data in paginated reports.
* Working on drilldowns and drill throughs in paginated reports to hide complexity of the data.
* Created simple Python scripts to read and combine multiple data files.
* Implements interactive features such as drill-down, drill-through, and slicers to enhance user experience.
* Set up Power BI data models equivalent to those in Tableau.
* Rebuild data models using Power BI best practices: star schema, relationships, normalization.
* Assisted in automating routine data tasks using Python.
* Collaborated with data engineers to build and schedule data pipelines that ingest and transform data into Snowflake.
* Wrote and maintained complex SQL queries and views in Snowflake for reporting and analytics.
* Analyze and optimize complex SQL queries, stored procedures, and functions for enhanced performance.
* Understand the structure, data sources, calculations, KPIs, dashboards, and visual elements in Tableau.
* Implement indexing strategies, query optimization techniques, and database normalization.
* Connected Power BI to Snowflake data warehouse and configured data sources for optimized performance.
* Participated in the design and optimization of Snowflake schemas, including star and snowflake models.
* Perform database performance monitoring and troubleshooting using execution plans and performance metrics.
* Configures app user interfaces, data connections, and logic using low-code/no-code development tools.
* Create wireframes, prototypes, and mockups to visualize and communicate design concepts.
* Implemented role-based access control in Snowflake to manage user permissions and security compliance.

**Environnent:** SQL, POWER BI, SSRS ,Fabric,Agile,Tableau,Paginated Reports,SSIS,Python,Snowflake

**Zachry Constructions Jul 2021 to June 2024**

**Sr. PowerBI Lead**

**Responsibilities:**

* Development of dashboards on Power BI.
* Developing visual reports, dashboards and KPI scorecards using Power BI desktop.
* Documenting changes and implementing them in new different environments like PROD, SIT, UAT.
* Implementing Drill Through & Hyperlinks in Power BI report.
* Worked with Microsoft Power BI, DAX expressions, Power View and Power Query integrated with share point.
* Working with different data sources and accumulating the data for the creation of dashboards.
* Creating paginated reports with cascading parameters for accurate filtering.
* Designed and developed Power BI dashboards to provide insights into financial data, including Forecasting, Accounts Payable, Contract/Agreement for Labor, LOE, and Invoice processing.
* Used Python for filtering and sorting data before uploading to dashboards.
* Supported data formatting and basic transformation using Python scripts.
* Assisted the team in writing basic scripts to check data accuracy.
* Automated simple report generation tasks with Python.
* Pulled data from Power BI semantic model connections for paginated reports to meet compliance and audit requirements. Collaborated with finance teams to ensure data accuracy and reporting efficiency.
* Conduct accessibility audits and make recommendations for improving the accessibility of designs.
* Develop wire frames, prototypes, and mockups to visualize and communicate design concepts.
* Queried and managed large datasets in Snowflake to support business intelligence needs.
* Created and optimized Snowflake stored procedures and user-defined functions for data processing.
* Ensured data quality and consistency across pipelines feeding into Snowflake.
* Provides ongoing support and guidance to users as they transition from SSRS to Power BI.
* Implemented data sharing and cloning features to enable cross-project collaboration.
* Worked on monitoring and troubleshooting query performance using Snowflake's query history and execution plans.
* Leading a Team of 5 working with in assigning and proposing solutions.
* Utilized Python for merging datasets from different sources into one file.
* Creating research reports and presentations to communicate findings to stakeholders.
* Builds Power BI dashboards and reports based on the defined requirements.
* Optimize Python application performance and ensure scalability for future growth.

**Environnent:** SQL, POWER BI, SSRS ,Agile,Paginated Reports,SSIS,Power Automate,python,Snowflake

**AIA-Health, Malaysia**

 **Nov 2020 to Mar 2021**

**Application Developer Specialist**

**Responsibilities:**

* Developing visual reports, dashboards and KPI scorecards using Power BI desktop.
* Created the Power BI Reports for the Financial Data and embedding the reports in Web Application.
* Involved in Architecting and developing the Azure data factory pipelines by creating the datasets and source and destination connections to move the data from oracle database to Azure Data Lake Data Lake Store Raw Zone.
* Created Calculated Columns and Measures in Power BI and Excel depending on the requirement using DAX queries.
* Manages access control and permissions for Power Apps and Power Automate environments.
* Monitors app and workflow performance, security, and compliance.
* Creates automated workflows using Power Automate.
* Designs and implements automation solutions to streamline business processes.
* Integrates Power Automate workflows with other applications and services.
* Configures triggers, actions, and conditions to automate tasks and processes.
* Implementing data transformations and data cleansing operations.
* Monitoring pipeline performance and troubleshooting issues.
* Developing, publishing and scheduling Power BI reports as per the business requirements.

**Environnent:** SQL, POWER BI,Waterfall,SSIS, Power Apps,Power Automate

**YTL, Malaysia**

 **Jun 2020 to Oct 2020**

**Senior Application Engineer**

**Responsibilities:**

* Development & Maintenance of Data-Warehouse with MS SQL Server & SSIS
* Trouble Shooting ETL workflow and working on the databases that bug has been raised.
* Involved in creating power BI reports in Direct Query Mode.
* On boarding of new data sets into data warehouse.
* Used complex SQL queries and Excel for data cleaning, transformation, profiling the customer data, which is extracted from various data sources.
* Extensive experience on SOAP & REST APIs for remotely interacting with Data Relationship Management server, Planning and Essbase instances.
* Performed DAX (Data Analysis Expressions) & MDX functions for the creation of calculations and measures in the Tabular Mode & multi-dimensional Cubes.
* Familiarity with data modeling, data warehousing, and ETL processes
* Understanding of data governance and security best practices
* Proficiency in SQL and data query languages (e.g., DAX, MDX)
* Experience with migration and integration projects
* Developing visual reports, dashboards and KPI scorecards using Power BI desktop.
* Documenting the new changes and implementing them in new different environments like PROD, SIT, UAT.
* Sharing of Power BI reports and managing workspaces in Power BI service.
* Built a Tabular Model cube from scratch data and by MDX and DAX queries fetched data to SSRS and Power BI reports.
* Developing, publishing and scheduling Power BI reports as per the business requirements.
* Strong knowledge of both TIBCO Cognos and Microsoft Power BI
* Experience with data visualization, reporting, and business intelligence

**Environnent:** SQL, POWER BI,Waterfall,SSIS,Paginated Reporting,SSRS

**PETRONAS, Malaysia**

 **Dec 2019 to Jun 2020**

**Senior BI Developer**

**Responsibilities:**

* Development & Maintenance of Data-Warehouse with MS SQL Server & SSIS.
* Power BI development and administration.
* On boarding of new data sets into data warehouse
* Worked with DAX/MDX queries in building expressions for various business calculations.
* Developing visual reports, dashboards and KPI scorecards using Power BI desktop.
* Connecting to data sources, importing data, and transforming data for Business Intelligence.
* Developed complex reports in Crystal Reports from multiple data sources like Universes and SQL queries.
* Worked in Creating Calculations using MDX and Supported DAX expressions which were using Pivot table reports.
* Developing, publishing and scheduling Power BI reports as per the business requirements.
* To understand the business requirements and develop the reports accordingly.
* Involved in designing and analyzing the requirement analysis.
* Developing reports with report builder.

**Environnent:** Power Bi, SQL Server, SSIS,Agile

**DUTCH LADY, Malaysia Mar 2019 to Nov 2019**

**Business Intelligence/Tableau Developer**

**Responsibilities**

* Development & Maintenance of Data-Warehouse with MS SQL Server & SSIS
* Creating the Dashboards in Tableau for the data representation in the form of dashboards for stake holders.
* Scheduling the data refresh in the Tableau server once the data source systems are populated with the data.
* Working on the Enhancements of Tableau dashboards as per the change Request
* Creating users adding users to the tableau dashboards and maintaining them
* Working on and creating ETL packages to load the data.
* Design, develop, and publish interactive and user-friendly dashboards using Tableau Desktop and Tableau Server/Online.
* As a Business analyst Examining existing business processes, identify areas for improvement, and recommend solutions to streamline operations and increase efficiency Business Process Analysis.
* As a Business analyst need to analyze data to identify trends, patterns, and insights that can inform decision- making and drive business strategybased on Data Analysis
* creating detailed documentation such as business requirements documents, functional specifications, and process flows to communicate requirements and solutions to stakeholders and development teams Documentation &Stakeholder Management
* As a business analyst will be working on continuously monitoring and evaluating business processes and systems to identify opportunities for improvement and innovation for Continuous Improvement,Domain Knowledge &Effective communication skills

**Environnent** : SSIS, TABLEAU, Power Bi, SQL Server, Agile

**PETRONAS, Malaysia**

 **Aug 2018 to Mar 2019**

**Business Intelligence Specialist**

**Responsibilities:**

* Development & Maintenance of Data-Warehouse with MS SQL Server & SSIS.
* Solution design and implementation
* Creation, Testing of ETL jobs.
* Working on and creating ETL packages to load the data.
* Designing and implementing of ETL Transformations with SSIS.
* Review test scenarios for UT, SIT, UAT and Production and Support team on defect analysis and resolution.
* Designed SSIS ETL Packages for extracting data from heterogeneous source systems, transforming and finally loading into the Target Tables.
* The packages created included a variety of transformations, for Execute SQL Task, Lookup, Aggregate, Derived Column, Conditional Split and Data Conversion.
* Expertise in providing Logging, Error handling by using Event Handler, for SSIS packages.

 **Environnent :** SSIS, Power BI, SQL Server,Waterfall

**Mindtree (CIT Loan Hub)**

 **Oct 2017 to Aug 2018**

**Module Lead**

**Responsibilities:**

* Working on Denodo Sources to create the flow of the data.
* Working with Sql data sources by using the flow in Denodo.
* Working with sql server data to check the data flow and data sources.
* Checking the breakage of the data and work on data flow is successful from data source to destinations.
* Working on project Requirements BRD’s delivering the deliverables as per the sprint time lines.
* Working on creating jobs for the data load
* Writing SQL Queries to user requirements
* Strong knowledge of both TIBCO Cognos and Microsoft Power BI
* Working with different data sources and accumulating the data for the creation of dashboards.
* Creating paginated reports with cascading parameters for accurate filtering.
* Designed and developed Power BI dashboards to provide insights into financial data, including Forecasting, Accounts Payable, Contract/Agreement for Labor, LOE, and Invoice processing.
* Manages data integration and preparation tasks within Cognos.
* Implements data pipelines to extract, transform, and load (ETL) data into Cognos from various sources.
* Optimizes data models and structures for efficient analysis and visualization.
* Collaborates with Cognos developers and administrators to ensure data availability and quality.
* Understanding of data governance and security best practices

**Environment:** SQL Server,Agile,denodo,Cognos

**Accenture May 2015 to Oct 2017**

**Application Development Analyst**

**Responsibilities:**

* Designing the Reports as per client Requirement and created the reports using Excel file and SQL Server database.
* Analyzing user requirements, validate available data and propose usable designs.
* Experience in end-to-end development of a new set of reports, dashboards & KPI Scorecards.
* Mainly design and develop Tableau dashboards from scratch to support.
* Experience in connecting and extracting data from different data sources.
* Data blending to create views combining data from multiple data sources.
* Highlighted the views by Annotations (Point, Mark, and Area) wherever it requires.
* Designing and developing reports using Power BI Paginated Reports (formerly known as Power BI Report Builder)
* Ensuring reports are optimized for printing and exporting
* Collaborating with data analysts and business stakeholders to understand reporting requirements
* Troubleshooting report rendering and data issues in Power Bi paginated reports
* Keeping up-to-date with new features and best practices in Power Bi Paginated Reports
* Creating a grouping mechanism to segregate data in paginated reports.
* Working on drilldowns and drill throughs in paginated reports to hide complexity of the data.

**Environment:** Power BI, Tableau, SQL Server, Paginated Reporting

**Unilever Ltd (Saswin Consulting), India May 2012 to May 2015**

**BI Developer**

**Responsibilities:**

* Create and Modify SQL scripts to cater to the requirements.
* Creation and modification of SSRS reports meeting business requirements.
* Support and Resolve production incidents.
* Development of ETL packages
* Support for parallel run in Merge file comparisons.
* Comparing the data files generated with the actual live data.
* Creating Paginated reports and deploying them.
* Creating paginated reports with cascading parameters for accurate filtering.
* Assigning security to paginated reports which helps to provide access only to particular group

**Environment:** SQL, SSIS, SSRS, MSBI, Paginated Reportin, Waterfall