

**Bijila Balakrishnan Shobana**

[🗣 *Click here for name pronunciation.*](https://www.name-coach.com/bijila-balakrishnanshobana) [ LinkedIn Profile](http://www.linkedin.com/in/bijilabalakrishnanshobana)

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**Summary**

Solutions focused, meticulous and result-oriented BI Developer, Power BI Architect, certified in ‘Microsoft 70-778 Analyzing and Visualizing Data with Power BI’, and IBM Certified Cognos 10.2 BI Report Author coupled with Master’s in Information Technology and MBA professional offering over 10 years of a successful career in IT arena distinguished by commended performance and proven results.

* Expertise in gathering functional specification requirements for the development of dashboards and reports using Power BI and Cognos.
* Experience in leading a team, guiding them with technical skills, and helping and motivating them to be a contributor to the successful delivering team.
* Expert in using Power BI to connect, model, and explore the data with visual reports which could collaborate, publish, and share.
* Integrated custom visuals based on business requirements using Power BI Desktop.
* Manage roles and impart Raw level security to Power BI reports.
* Experience in developing reports in Power BI using Direct Query mode, Import and Live Connection mode to get data from different data sources like Azure SQL Server, Oracle, SSAS Tabular, CSV and other sources.
* Used M language in the Query Editor to transform data before loading into Data Model.
* Used DAX Functions for filtering and creating calculated columns and measures in the Data View.
* Design and develop the reports in Power BI using Report View.
* Connect and query Azure SQL Server data source to shape and refine the data to build customized reports in Power BI.
* Expert in using Power BI Enterprise editions like Power BI Pro and Power BI Premium and setting up Security features using Power BI Service.
* Gather the requirement from the user and develop and deliver the project.
* Expert in developing reports Power BI Desktop, Power BI Service and share through mobile App, website, Power BI Service and Embedded.
* Expert in modeling data, creating measures, calculated columns partitions, hierarchies, and KIPs in SSAS Tabular Model to ensure the data scalability.
* Good knowledge of Power BI Service (SaaS) and the Power BI Embedded service in Azure (PaaS) have APIs for embedding dashboards and reports.
* Developed KPIs, monitor key organizational and operational measures and provide visibility of performance throughout the organization.
* Experience in gap analysis, root cause analysis to understand the service gaps to regain the service recovery and operational excellence.
* Experience in data mining techniques using Python in normalizing data, evaluating classifiers through training and test data sets, implementation of kNN algorithm, Panda’s Library, 10-fold cross-validation, Nearest Neighbor concepts understand the trends and patterns.
* Experience in data modeling for the data warehouse.
* Experience using Microsoft SQL Server to model data into datasets for consumption of various business intelligence software.
* Hands-on experience in creating Indexed Views, Complex Stored Procedures, Functions, Triggers, CTE’s to assist efficient data manipulation and data consistency and used DDL, DML commands for various business applications.
* Experience with data security and privacy by anonymizing datasets in Reports and Data set level.
* Extensive experience in reporting using Powerplay and Cognos 8 (Framework Manager, Map Manager, Report Studio, Analysis Studio, Metric Studio, and Query Studio, Cognos dashboard), Cognos 10 report studio and transformer, Cognos 11 IBM analytics report studio.
* Excellent knowledge in SSIS, SSAS, SSRS and performance tuning and query optimization.
* Efficient in upgrades and migration from MS SQL Server 2000/2005 to MS SQL Server 2012/2008.
* Excellent knowledge in developing various Business Intelligent Active reports using Cognos.
* Experience in fast face Agile-Scrum Project Management work environments, strictly adhere to schedules and meet deadlines.
* Extensive familiarity in Office 365, Microsoft Teams, Power Point, Excel, and Visio
* Experience in all aspects of the project from requirements through development, planning, business analysis, execution, monitoring, scheduling, and estimation of medium to large-sized projects involving complex business solutions. Excellent interpersonal, communication, and organizational skills with proven team management and planning abilities.

**Technical Skills**

Languages:  SQL, T-SQL, PL/SQL, Java, HTML, Python, C# and M

OS:  UNIX, Linux, Windows 9x/NT/XP/2000/Vista, OS/2, DOS

Databases:  MS SQL Server, MS Access, Oracle, Azure, MS SQL, IBM DB2, Teradata

Tools: Power BI Desktop, Power BI Gateway, Power BI Report Builder, IBM Cognos, SSRS, SSAS, ADF and SSIS

**Work Experience**

**Client: Microsoft August 2021 to till date**

**Location: Redmond, WA, USA**

**Role: Power BI Architect/Team Lead**

* Guide and motivate the Offshore team to develop and maintain different reports.
* Gather business and technical requirements and coordinate with the offshore team.
* Create usage metrics report using Power BI Audit data
* Debug and optimize Power BI composite models.
* Implement RLS to reports.
* Setup gateway for the published reports.
* Maintain and modify existing reports.
* Set up and upgrade workspaces for a different team.
* Develop and deliver new reports using Azure and SSAS models.

**Client: State of Oregon March 2021 to till August 2021**

**Location: Salem, OR, USA**

**Role: BI Solution Architect/Power BI**

* Gather business and technical requirements.
* Work closely with Data Engineers to identify the tables and craft the business logic the gather data for the report.
* Create fact and dimension tables in the Datastore, Staging database, and in the destination table.
* Develop SSAS model and automate the model by writing stored procedures.
* Ensure data security at the data level and report level.
* Apply sensitivity tag depending on user requirements.
* Set up Power BI Gateway to connect Data Sources.
* Arrange to create Dev, UAT, and Prod workspaces for various projects.
* Develop reports and demo them to the end-users.
* Create documentation for the completed projects.

**Client: ConocoPhillips March 2020 to March 2021**

**Location: Houston, TX, USA**

**Role: Power BI Architect**

* Create and maintain workspaces and App Spaces.
* Assign capacity nodes to the different users.
* Set up Power BI Gateway to connect Data Sources.
* Develop documentation for developers and self-service BI users.
* Create a proof of concept in page level, and dynamic Row Level Security
* Implement incremental refresh in the reports.
* Integrate Power App with Power BI to enable the write-back feature from Power BI.
* Create usage metrics report using Power BI Audit data from Power BI tenant.
* Help self-service BI users to resolve technical issues, provide guidelines.
* Gather requirements from the end-user with Business Analyst.
* Work with various data sources like Teradata, SQL Server, Files from SharePoint, and O 365 to develop Power BI report.
* Publish developed reports in the Power BI Workspace, App, and Microsoft Teams.
* Set refresh and maintain developed Power BI report.
* Conduct training/demo to the end user on Power BI.

**Client: Schlumberger April 2019 to February 2020**

**Location: Houston, TX, USA**

**Role: Power BI Architect**

* Gather requirements from the business user, document it to develop BI reports.
* Query the data model, create Calculated Columns and Measures by using M language and DAX Functions to incorporate logics in the Power BI data sets.
* Connect various data sources like Mongo DB, SQL Server, Oracle, SAP Hana, AAS, ADW, SSAS, Flat files, Excel, CSV, etc. using import, direct query or live connect mode to Power BI Desktop.
* Develop reports in the Power BI Desktop and collaborate in the My Workspace or App Workspace to share with team members.
* Develop Power BI reports using streaming data.
* Evaluated business insights predictions using Python in BI reports.
* Validate the reports in the Development, QA, UAT, and Production environments.
* Pin dashboard and reports in the Power BI Service.
* Define Row Level Security from Power BI Desktop and publish the report to Power BI Service.
* Assign the defined security on reports, dashboards, and data sets from Power BI Service.
* Configure the data sources in the On-premises Data Gateway.
* Share the reports, dashboards, and data sets with the business user and stakeholders.
* Impose usage controls on data set and reports by using Admin Portal from Power BI Service.
* Document data model and reports for future reference.
* Demonstrate the BI reports and model with business users.
* Conduct training sessions to share technical knowledge with the team members.
* Develop KPIs, Partitions, and Perspectives as per the report requirements in the SSAS/AAS Tabular model.
* Design data warehouse architecture in Azure Database to load data from various data sources, which is used for Business Intelligent (BI) reporting.
* Create a logical and physical model of the data and design relationships by creating Star, Snowflake or Hybrid schemas in the Azure Data warehouse (ADW).
* Query SQL Server database to filter and profile and data from various tables to understand the business insights and analyze and profile the data.
* Query Mongo DB, the unstructured database to understand the data scalability to develop the relational data warehouse model.
* Use Data Flow tasks in Azure Data Factory (ADF) to extract, transform and load data to the staging ADW.
* Migrate SQL Server Integration Services (SSIS) packages to ADF by using the Lift and Shift method.
* Use SQL to analyze and collect the sample data to understand the scope of reports.
* Extract Transfer Load data to ADW from various sources such as Azure SQL DB, Oracle, Mongo DB, SAP HANA, SQL Server using ETL tools like SSIS and ADF to cleanse and profile data.
* Develop data model in SQL Server Analysis Services (SSAS) to ensure data scalability and to optimize the performance of BI reports.
* Create Azure Analysis Services (AAS) model from ADW and Data Lake to use in the Power BI Reports.
* Implement the data security in the SSAS and AAS models.

**Client: InfoWorks Dec 2018 to Mar 2019**

**Location: Nashville, TN, USA**

**Role: Power BI Developer**

* Gather the business requirement from the user, analyses data model to get aligned with the user story.
* Create various Financial Reports by using direct query mode in Power BI, connecting with SQL Server Azure database.
* Design and develop reports by using SQL Server Reporting Service.
* Document and validate Power BI and SSRS reports with data source, Azure SQL Server database, and application.
* Develop SSAS Tabular Model using Visual Studio.
* Integrate developed and validated reports with the front-end User Interface application.
* Performed Extract Transform Load using SSIS.

**Environment: SQL Server 2016, Azure, Oracle, Windows Server 2010, Power BI Premium, Power Query, CUBES, DAX, Dashboard Report, C#, ASP, .net, Visual Studio, TFS, Agile- Scrum, SSIS, and SSRS**

**Client: Food Lion Jun 2017 to Nov 2018**

**Location: Charlotte, NC, USA**

**Role: MS BI Developer/Power BI Developer**

* Analyzed business requirements and built logical data models that describe the data and the

relationship between the data.

* Used SSAS Tabular model to import, profile, and model data.
* Created data model in Star and Snow-flake schema in SSAS using Fact and Dimension tables.
* Created Partitions, Measures, Calculated columns, and KPIs in SSAS Tabular
* Developed the reports in Power BI desktop, publish the report, and pinned dashboards in the Power BI Service.

Created Drill Down, Drill Through, Book Marking, and Hyperlinks features in the Power BI report.

* Created the On-premises Gateway and implemented Raw level Security in Power BI
* Wrote DAX Query filtering data and created Calculated Columns and Measures.
* Extensively worked in analyzing profiling and modeling data in the Power BI Desktop using Query Editor and Relation Ship view.
* Planned, designed, and implement application databases code objects, such as stored procedures and views.
* Build and maintain SQL scripts, indexes, and complex data analysis and extraction queries.
* Wrote CTE, Functions, and Triggers.
* Performed quality assurance and testing of SQL server environment.
* Developed new processes to facilitate import and normalization, including data files for counterparties.
* Worked with business stakeholders, application developers, and production teams and across functional units to identify business needs and discuss solution options.
* Created ETL Packages using SSIS to extract data from flat files to SQL server.
* Created ETL Packages using SSIS which load data from staging tables to database tables.
* Migration of the project from Cognos to Power BI.
* Developed reports using SSRS and Cognos.
* Worked with Visual Studio to create SSIS, SSAS, and SSRS packages.

**Environment: SQL Server 2012, 2014, Windows Server 2010, TFS, Agile- Scrum, Power BI Pro, Power Query, CUBES, DAX, MDX, Dashboard Report, SSIS, SSRS, and SSAS, C#, Cognos**

**Client: Coromandel International Ltd. Nov 2016 to May 2017**

**Location: Hyderabad, India**

**Role: Senior MS BI Developer/ Cognos BI Developer**

* Developed business reports in Power BI for manufacturing and retail business and linked with User Interface.
* Developed Datawarehouse, automated regular daily, weekly, monthly and quarterly business reports by using Cognos BI tool, which saved manual effort and ensured accuracy and on-time delivery of the report.
* Developed reports as per business requirements, this helped the higher management to take a strategic decision about manufacturing and marketing and make long-term and short-term plans accordingly.
* Migrated Cognos reports to Power BI.

**Environment: SQL Server 2012, 2014, Windows Server 2008 R2, 2012, Management Studio, Power BI and Cognos 10.**

**Client: Rajiv Gandhi International Airport Ltd.** **Jun 2012 to Aug 2016**

**Location: Hyderabad, India**

**Role: Senior MS SQL Developer /BI Developer**

* Developed data mart for Hyderabad Duty-Free and developed BI report for sales and marketing. This helped the marketing team to analyze the pattern, change marketing plan and thereby increased the sales and profitability.
* Handled Datawarehouse Project and migrated old version **Cognos 8.4 t**o new version **cognos10**
* Handled HR Management Project. Developed a Datawarehouse for HR department. Developed various HR report by using Cognos 10. This helped the HR team to have a better hiring and employee retention plan in place.
* Developed database for Baggage Handling System for the airport and developed Baggage delivery report. This helped to understand the baggage delivery performance of each airline with different parameters like sectors, flight type, and bay allocation. It, in turn, helped to set the baggage delivery standard time, monitor and improve the baggage delivery performance.
* Handled Datawarehouse Project and migrated old version to new version.
* Handled Abhudabi Airport Consortium project. Developed BI report for all operational areas of Abhudabi Airport, a third-party client by using Cognos 10.
* Customer Relationship Management (CRM) Projects; Created a database for CRM. Linked data from the different sources to the database. Developed various reports by using IBM Cognos 10 as a reporting tool.

**Environment:** **SQL Server 2012, 2014, Windows Server 2008 R2, 2012, Management Studio, Cognos 10. AIX and Linux Operating System.**

**Client: Rajiv Gandhi International Airport Ltd. Sep 2010 to May 2012**

**Location: Hyderabad, India**

**SQL Developer**

* Worked as an SQL developer for Fuel Farm Management System.
* Worked as database designer/developer for Guest Relations Management System.
* Involved in all the phases of software development life cycle (SDLC) including requirement gathering and analysis, design, implementation, testing, deployment, and maintenance, related to various database projects.
* Developed Datawarehouse logical and physical data model using Erwin tool.
* Built Star Schema data model DW.
* Built SSIS packages to load data from source systems to Datawarehouse.
* Built SSIS packages for dimension and fact tables.
* Designed, developed, and deployed a dashboard using Tableau.
* Depending on the size of the data in dimensions handled type 2 slowly changing dimension using merge statement or the lookup component.
* Loaded fact table with millions of data by partitioning and loading the fact table using metadata columns.
* Designed SSIS packages to handle both full and incremental data load.
* Used staging tables to cleanse the data and transform data wherever required.
* Used Foreach loop container to load multiple files at a time into the table and archived the loaded files.
* Deployed SSIS package to different environments and scheduled the packages using SQL Server agent job and monitored the deployed packages on the production server.
* Tuned the performance of the SSIS packages by avoiding the blocking transformation, by configuring the default buffer size and default buffer max rows, by using index wherever necessary.
* Audited daily data load.

**Environment: SQL Server, T-SQL, Query Analyzer, Outlook, SSIS, BCP, SQL-Profiler, Enterprise Manager, VB script, Windows 2000, Windows 2003 Server, SQL Backup, Diagnostic Manager, C#, ASP.NET.**

**Client: Indian Airlines Ltd. Dec 2008 to Aug 2010**

**Location: Hyderabad, India**

**Role: Passenger Data Analyst**

* Conducted analysis of passenger data to understand the passenger load pattern to the different sectors as per season and carrier.
* Linked the report with different market research and actual performance. This helped the airline to make the marketing plan, launch aircraft to the new sector thereby achieving a 10 percent increase in market share.

**Key Highlights**

* Successful in the service recovery by making several changes in the processes and activities in serving the customer.
* Awarded ‘Outstanding Service Quality Performance’ (Employee of the Year) in 2011 by GMR International Airport.
* Received ‘Diamond Card’ from CEO in 2012 for the contribution towards on-time completion of ISO 14064 -1 GHG audit.
* Awarded ‘Star of the Month’, in Jan’2014 for the implementation the automation in the Feedback Management Cell at Rajiv Gandhi International Airport.
* Awarded ‘Star of the Month’, in Jun’2015 for creating Dashboard through Cognos for Customers Feedback Data Analysis.

**Education**

Valparaiso University—Valparaiso, Indiana, USA  **May 2017 to Aug 2018**

Master of Science in Information Technology

Bharathiar University — Coimbatore, India  **May 2008 to Jun 2010**

Master of Business Administration -General

**Certifications**

**IBM** - Cognos 10.2, Report Author

**Microsoft –** 778 Analyzing and Visualizing Data with Power BI