

SaiVenkat Rahul Reddy Devarapelly

Sr. Power BI Developer

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PROFESSIONAL SUMMARY:

Senior Power BI Developer with 9+ years of experience delivering enterprise-scale Business Intelligence and analytics solutions across finance, insurance, and government domains. Proven expertise in designing scalable data models using Star Schema and Dimensional Modeling, enabling high-performance KPI reporting and executive dashboards. Deep expertise in DAX, Power Query (M), Calculation Groups, Field Parameters, Composite Models, and enterprise semantic model architecture. Hands-on experience with Microsoft Fabric (OneLake, Lakehouse, Data Warehouse), Power BI Premium Capacity administration, Azure DevOps CI/CD, XMLA Endpoints, REST API automation, and enterprise-scale Power BI deployments. Experienced in building enterprise BI solutions involving dashboard development, SQL optimization, ETL processes, dimensional data modeling, ERP data integration (SAP), and data warehousing concepts, delivering scalable reporting solutions across finance, insurance, and government domains. Skilled in Power BI Service administration, data governance, Row-Level Security (RLS), and deployment pipelines to ensure secure and enterprise-compliant BI solutions. Strong collaborator in Agile environments with proven ability to translate complex business requirements into scalable analytics solutions while leading teams, conducting code reviews, and driving engineering best practices. Experienced in leveraging ChatGPT, Microsoft Copilot and Claude AI as part of an AI-first development strategy to optimize SQL queries, generate T-SQL scripts, automate documentation, improve code quality and accelerate BI solution delivery.

TECHNICAL SKILLS:

Business Intelligence & Visualization: Power BI (Desktop, Service), Power BI Dashboards, Power BI Reports, Data Visualization, KPI Reporting, Drill-Down, Drill-Through, Bookmarks, Dynamic Slicers, Report Optimization, Performance Analyzer

Data Modeling & Analytics: Data Modeling, Star Schema, Dimensional Modeling, Fact & Dimension Tables, Composite Models, Import Mode, DirectQuery, DAX (Variables, Context Transition, Time Intelligence), Calculated Columns, Measures

Data Integration & ETL: ETL Processes, Data Pipelines, Data Ingestion, Data Transformation, Data Cleansing, Data Migration, Data Reconciliation, Data Validation, Power Query (M), SSIS

Cloud & Data Platforms: Azure Data Factory, Azure Synapse Analytics (Dedicated SQL Pools, Serverless SQL Pools), Azure SQL Database

Database & Querying: Microsoft SQL Server 2022, SQL Server Management Studio (SSMS), T-SQL, Complex SQL Queries, Inner/Left/Right Joins, CTEs, Stored Procedures, Views, Result Sets, Query Optimization, Execution Plans, Indexing, Query Folding

Reporting & Analytics Tools: SSRS (SQL Server Reporting Services), Microsoft Excel (Pivot Tables, Charts, VBA Macros), Ad-hoc Reporting

Data Connectivity & Integration: REST APIs, Flat Files, Structured Data, Semi-Structured Data, On-Premises Data Gateway, Cloud Data Gateway

Power BI Advanced Features: Power BI Dataflows, Incremental Refresh, Dataset Certification, Aggregations, Partitioning, Reusable Datasets, Deployment Pipelines

Security & Governance: Row-Level Security (RLS), Access Control, Data Governance, Naming Conventions, Documentation, Compliance Standards

DevOps & Version Control: Azure DevOps, CI/CD Pipelines, Version Control, TFS, SVN

AI-Assisted Development: ChatGPT, Microsoft Copilot, Claude AI, AI-first Development Strategy, Prompt Engineering, AI-assisted SQL Query Optimization, AI-assisted Code Generation, AI-assisted Documentation, Code Review, Debugging

Development Practices & Methodologies: Agile, Scrum, SDLC, Sprint Planning, Backlog Management, Code Reviews

Collaboration & Leadership: Stakeholder Management, Requirements Gathering, Cross-Functional Collaboration, Team Leadership, Mentoring, Production Support, Troubleshooting, Root Cause Analysis

EXPERIENCE:

Finra, Woodbridge, NJ | Sr. Power BI Developer

December 2024 - Present

- ❖ Architected end-to-end BI solutions using Power BI, delivering KPI reporting through interactive dashboards and reports aligned with business goals.
- ❖ Designed scalable data models using star schema and dimensional modeling to support enterprise analytics and reporting performance.
- ❖ Developed advanced DAX solutions using Calculation Groups, Field Parameters, Variables, Context Transition, Composite Models, and Time Intelligence to deliver scalable enterprise semantic models.

- ❖ Architected Microsoft Fabric solutions using OneLake, Lakehouse, and Fabric Data Warehouse to support enterprise analytics and centralized data storage.
- ❖ Adopted an AI-first development strategy by integrating generative AI into SQL development, query performance tuning, debugging, code reviews and documentation, accelerating BI solution delivery while maintaining enterprise coding standards.
- ❖ Designed enterprise ETL pipelines integrating ERP, SQL Server, Azure SQL, REST APIs, and structured data sources to support scalable reporting and analytics solutions.
- ❖ Leveraged Azure Synapse Analytics to support large-scale data processing and analytical workloads. Utilized both dedicated SQL pools for structured enterprise datasets and serverless SQL pools for ad-hoc querying and flexible analytics.
- ❖ Integrated data from Azure SQL Database and SQL Server into centralized BI solutions to ensure consistency and reliability.
- ❖ Designed and optimized Power BI Dataflows to standardize data transformation logic, improve reusability across reporting solutions, and reduce redundant dataset processing efforts.
- ❖ Implemented incremental refresh and partitioning to optimize large dataset performance and reduce data load times.
- ❖ Optimized Power BI report performance using query reduction techniques, aggregations, and Performance Analyzer, significantly improving dashboard responsiveness and reducing report load time for large datasets.
- ❖ Designed interactive dashboards with drill-through, drill-down, bookmarks, and dynamic slicers, enabling end-users to explore KPI trends and perform self-service analytics with improved decision-making efficiency.
- ❖ Built composite models using Import Mode and DirectQuery to balance performance and near real-time data access.
- ❖ Enforced Row-Level Security (RLS) and access control policies to ensure secure and compliant data access aligned with data governance standards.
- ❖ Managed enterprise Power BI Premium/Fabric Capacity (F-SKUs), workspaces, capacity utilization, refresh workloads, and performance optimization for enterprise reporting.
- ❖ Implemented Azure DevOps CI/CD using PBIP projects, XMLA Endpoints, Deployment Pipelines, and Git-based version control to automate enterprise BI deployments.
- ❖ Configured On-Premises Data Gateway and Cloud Data Gateway to establish secure and reliable data connectivity.
- ❖ Automated workspace administration, dataset refreshes, deployment activities, and governance using Power BI REST APIs.
- ❖ Leveraged Microsoft SQL Server 2022 and SQL Server Management Studio (SSMS) to develop, optimize, and troubleshoot complex SQL queries involving multi-table joins, stored procedures, views, and result sets supporting enterprise Power BI reporting.
- ❖ Collaborated with business stakeholders to gather reporting requirements, design dashboards, optimize data models, and deliver actionable business intelligence solutions.
- ❖ Led BI development initiatives by mentoring junior developers, conducting structured code reviews, and enforcing best practices in data modeling, performance optimization, and report development standards.
- ❖ Utilized Azure DevOps for end-to-end delivery management, including sprint planning, backlog grooming, version control, and CI/CD pipeline integration to streamline BI solution deployments.
- ❖ Implemented Power BI deployment pipelines to support CI/CD processes and streamline environment promotions.
- ❖ Utilized ClaudeAI and Microsoft Copilot to tune SQL queries, review SQL logic, automate documentation, and accelerate BI solution development while maintaining enterprise coding standards.
- ❖ Integrated enterprise data from SAP, SQL Server, Azure SQL Database, REST APIs, and multiple business systems into centralized BI reporting solutions.
- ❖ Leveraged Tabular Editor, DAX Studio, and ALM Toolkit to optimize semantic models, tune DAX calculations, and compare model deployments across environments.
- ❖ Delivered enterprise dashboard solutions by combining SQL, ETL processes, dimensional data modeling, ERP integration, and business intelligence reporting.
- ❖ Worked in Agile and Scrum environments, collaborating with cross-functional teams to deliver high-quality, production-ready BI solutions.

Environment: Power BI, DAX, Star Schema, Dimensional Modeling, ADF, Azure Synapse Analytics, SQL Server, Azure SQL Database, Data Pipelines, REST APIs, Dataflows, Incremental Refresh, Query Optimization, Performance Analyzer, Import Mode, DirectQuery, Composite Models, RLS, Power BI Workspaces, Power BI, Cloud Data Gateway, ETL, SSRS, Excel, Azure DevOps, CI/CD, Data Integration, Agile (Scrum).

Fannie Mae, Washington, D.C. | Sr. Power BI Developer
January 2021 - November 2024

- ❖ Designed enterprise semantic models using Star Schema, Composite Models, Calculation Groups, and Field Parameters, enabling reusable enterprise reporting assets.
- ❖ Supported Microsoft Fabric and Power BI Premium environments by optimizing capacity utilization, dataset refresh strategies, and semantic model performance.
- ❖ Leveraged ChatGPT to optimize SQL queries, streamline debugging, automate documentation, and accelerate SQL development using an AI-first engineering approach.
- ❖ Developed interactive Power BI dashboards and Power BI reports with rich data visualization features, including drill-down, drill-through, and bookmarks.

- ❖ Built and managed enterprise ETL pipelines supporting data warehousing, ERP integration, SQL reporting, and dashboard development.
- ❖ Integrated data from SQL Server and Azure SQL Database to ensure reliable, consistent, and high-quality reporting across enterprise systems.
- ❖ Optimized datasets using query folding, incremental data refresh, and data model optimization techniques to improve performance and scalability.
- ❖ Developed and maintained Power BI Dataflows to streamline data ingestion and promote reusable data preparation across multiple reporting solutions.
- ❖ Implemented Row-Level Security (RLS) and role-based access control to enforce secure, tenant-level data visibility, ensuring compliance with enterprise data governance and regulatory requirements.
- ❖ Managed Power BI Service environments, including workspace management, app configuration, and deployment of BI artifacts.
- ❖ Configured and supported On-Premises Data Gateway to enable secure and seamless connectivity between on-premise and cloud data sources.
- ❖ Scheduled and monitored data refresh processes to ensure timely updates and accuracy of reports and dashboards.
- ❖ Developed and optimized complex SQL queries using Microsoft SQL Server 2022 and SQL Server Management Studio (SSMS), utilizing joins, stored procedures, views, and result sets to support mortgage reporting and enterprise analytics.
- ❖ Provided production support and troubleshooting, resolving performance issues and ensuring high availability of BI solutions.
- ❖ Utilized Azure DevOps and version control practices to manage code, track changes, and support continuous integration and deployment.
- ❖ Collaborated within Agile and Scrum teams to deliver iterative, high-quality BI solutions aligned with business requirements.
- ❖ Designed and implemented ETL processes to support end-to-end data integration and transformation workflows.
- ❖ Developed and integrated SSRS reports to complement Power BI solutions and meet diverse reporting needs.
- ❖ Leveraged Excel for data analysis, validation, and ad-hoc reporting to support business users.
- ❖ Created and maintained comprehensive documentation for data models, pipelines, and reporting solutions to support maintainability.
- ❖ Integrated enterprise ERP and relational data sources into scalable BI reporting environments while ensuring high data quality and reporting accuracy.
- ❖ Partnered with cross-functional collaboration teams to gather requirements, align technical solutions, and ensure successful project delivery.

Environment: Power BI, DAX, Star Schema, Data Modeling, Azure Data Factory, SQL Server, Azure SQL Database, Data Pipelines, Dataflows, Power BI Service, Row-Level Security (RLS), On-Premises Data Gateway, Query Folding, Incremental Refresh, Data Validation, Data Reconciliation, Azure DevOps, SSRS, ETL, Excel, Agile (Scrum), Version Control, Data Integration.

Horizon BCBS, Newark, NJ | Power BI Developer

April 2018 - December 2020

- ❖ Designed and developed interactive dashboards and reports using Power BI Desktop and Power BI Service to support KPI tracking and executive decision-making.
- ❖ Collaborated within Agile teams across the SDLC, leveraging TFS and version control to manage development cycles and ensure timely delivery of BI solutions.
- ❖ Built robust data models by defining relationships, calculated columns, and measures using DAX to enable scalable and efficient analytics.
- ❖ Developed and optimized data transformation workflows using Power Query (M) for data cleansing, data transformation, and seamless data integration.
- ❖ Integrated data from SQL Server and Excel sources to enable reliable data retrieval and consistent reporting outputs.
- ❖ Utilized Import Mode and DirectQuery strategically to balance performance optimization with real-time data access requirements.
- ❖ Created reusable datasets and reporting templates to standardize development practices and improve report consistency across teams.
- ❖ Implemented Row-Level Security (RLS) to control data access and ensure compliance with data governance standards.
- ❖ Configured and maintained the On-Premises Data Gateway to facilitate secure connectivity between on-premise systems and the Power BI Service.
- ❖ Managed and monitored data refresh schedules to ensure dashboards and reports reflect the most current data.
- ❖ Developed and optimized complex SQL queries using SQL Server Management Studio (SSMS), leveraging joins, stored procedures, views, and result sets to support enterprise reporting and analytics.
- ❖ Performed data validation and data reconciliation to maintain data accuracy and integrity across reporting systems.
- ❖ Delivered ad-hoc reporting solutions to meet evolving business requirements and provide actionable insights.
- ❖ Leveraged SSIS for ETL processes and integrated SSRS reporting solutions to support end-to-end data and reporting workflows.

- ❖ Applied best practices in data modeling, performance tuning, and lifecycle management to deliver reliable and scalable BI solutions.

Environment: Power BI Desktop, Power BI Service, DAX, Power Query (M), SQL Server, T-SQL, SSIS, SSRS, Data Modeling, Data Warehousing, Import Mode, DirectQuery, Row-Level Security (RLS), On-Premises Data Gateway, Excel, ETL, Data Integration, Agile, TFS, Version Control, Data Validation, Data Reconciliation.

BNY Mellon, New York, NY | BI Developer

July 2016 - March 2018

- ❖ Collaborated across the full SDLC, gathering requirements, designing solutions, developing, testing, and deploying BI components aligned with business needs.
- ❖ Developed and maintained ETL workflows using SSIS to support data integration, data migration, and data cleansing from multiple heterogeneous data sources.
- ❖ Developed and optimized complex T-SQL queries using Microsoft SQL Server and SQL Server Management Studio (SSMS), implementing joins, stored procedures, views, indexing strategies, and execution plan analysis to improve reporting performance.
- ❖ Designed scalable data warehousing solutions leveraging star schema architecture, including well-structured fact tables and dimension tables.
- ❖ Built and deployed SSRS reports with optimized dataset design, enabling dynamic, parameter-driven reporting for business stakeholders.
- ❖ Applied SQL query optimization techniques and indexing strategies to enhance performance and reduce report execution times on large datasets.
- ❖ Performed thorough data validation and data reconciliation to ensure data accuracy, consistency, and alignment with business rules.
- ❖ Conducted root cause analysis to troubleshoot data issues, identify discrepancies, and implement long-term fixes in reporting systems.
- ❖ Provided ongoing reporting systems support, including enhancements, performance tuning, and issue resolution in production environments.
- ❖ Created Excel-based analytical reports using pivot tables, charts, and VBA macros to automate reporting and support ad hoc analysis.
- ❖ Implemented version control practices using SVN to manage code changes, support team collaboration, and maintain release stability.
- ❖ Designed and optimized reusable datasets to improve report performance and ensure consistency across multiple SSRS reports.
- ❖ Integrated diverse data sources into centralized SQL Server systems to enable seamless and reliable data integration across business units.
- ❖ Delivered end-to-end BI solutions by combining ETL, data warehousing, and reporting technologies to meet evolving organizational requirements.
- ❖ Ensured high data quality standards through structured data cleansing processes and adherence to governance and compliance requirements.

Environment: SQL Server, T-SQL, SSIS, ETL, Data Warehousing, Star Schema, SSRS, Stored Procedures, Query Optimization, Indexing, Data Validation, Excel, VBA, SVN, BI Reporting, Data Integration, SDLC.