📌 **Madhu Sharma**

📞 **+1 551 338 3392**

✉️ **madhusharma1994@gmail.com**

🔗 [**https://www.linkedin.com/in/madhu-sharma-2a219a101/**](https://www.linkedin.com/in/madhu-sharma-2a219a101/)

**SUMMARY**

* Over 9 years of experience driving data strategy, optimizing BI frameworks, and delivering impactful analytics solutions.
* Strong knowledge in Power BI using SQL Server 2012/2014/2018 **.**
* Involved in Requirement Analysis, Functional Analysis, Design, Development, Implementation, Testing, Debugging and Maintenance of Power BI Applications.
* Strong experience in synthesizing the Business Requirements, Data Models and determining Key performance indicators to evaluate key factors crucial to the success of the organization.
* Strong Knowledge in designing and creating dimension and cubes with Snowflake and STAR schema using SSAS
* Implemented complex query techniques of passing Multi - Valued parameters and cascading parameters in MDX.
* Skilled in creating measures, calculated columns and performing time series analysis using DAX in Power BI
* Created reports like parameter-based reports, graphical reports, excel reports, drill-down chart using SSRS and tabular report and generated on-demand and scheduled reports for business analysis using SSRS.
* Responsible for creating Power BI reports and deploying it to Power BI Services.
* Created the Dashboards and Shared it to user groups using Power BI Apps.
* Performed time series analysis using DAX expressions in Power BI.
* Used Power BI to create self-service BI capabilities and use tabular models.
* Responsible for building reports in Power BI from the Scratch.
* Responsible for creating and changing the visualizations in Power BI reports and Dashboards on client requests.
* Experience on publishing Power BI reports on dashboards in Power BI server.
* Created hierarchies in Power BI reports using visualizations like Bar chart, Line chart, etc.
* Worked with both live and import data into Power BI for creating reports.
* Managed relationship between tables in Power BI using star schema.
* Used different type of slicers available in Power BI for creating reports.
* Performed transformations like Pivoting, Unpivoting and Splitting of the columns using Power Query.
* Performed configuration of on-premises Power BI gateway to refresh datasets of Power BI reports and dashboards .
* Experience in developing and maintaining SSIS Packages to integrate with different resources like MySQL, Oracle, SQL Server, Teradata, Flat files.
* Experience with creating ETL processes from source and link data to identify trends and relationships between differentpieces of data, draw appropriate conclusions and translate analytical findings into risk management and marketing strategiesthat drive value.
* Experience in developing interactive Web applications using HTML/HTML5, CSS/CSS3, JavaScript, JQuery and Bootstrap for Business Intelligence domains and repositories.
* Hands on experience using the version controls like GIT, project management tools like JIRA, Team Forge.
* Responsible for Checking Cross Browser Compatibility of HTML files and tags, thus worked on different browsers like Internet Explorer, Google Chrome, Firefox for ensuring responsive web design.
* Worked on configuring various data adapters for MySQL, Oracle, SQL Server, Teradata, Flat, Delimited Files, Lotus Notes, JSON.
* Knowledge of full software development cycle, including code reviews, source control management and working knowledge of Agile.
* Expert knowledge in creating Test Plans, Test Cases, Test Scenarios and Test Strategies, Defect Management to ensure Quality Assurance and to test all the business requirements.
* Experience in Retail Banking Application.

**TECHNICAL SKILLS**

**Power BI Tools:**Power BI Desktop, Power BI Gateway, Power Query, DAX, Power BI App, SSIS, SSRS, SSAS

**Programming Languages:**C, C++

**Database Technologies:**Microsoft Access, My SQL, SQL Server 2012/2014/2018

**Operating Systems:**Win XP/7/8/10, UNIX, MAC OS X

**Methodologies:**Agile, Waterfall, RAD

**Testing / Defect Tracking Tools:**JIRA, Redmine, Team Forge, Service Now, Team Foundation

**Web Technologies:**HTML 5/HTML, CSS3, CSS2, Bootstrap 3, JSON, XML

**Others:**Toad, SQL Developer, Git, Sublime Text, Notepad++, Eclipse, HP Quality Centre 11, Green Hat Tester, Soap UI Tool

**Auxiliary Skills:**MS Office Suite, Microsoft Visio, IBM Rationale Rose, ER Modelling, Erwin

🎓 **Education:**

Bachelor of Engineering in Computer Science **2011 - 2015**

Gujarat Technical University, India

📜 **Certifications:**

* Power BI Desktop Certification

💼 **Professional Experience:**

[**EssilorLuxottica**](https://www.bing.com/ck/a?!&&p=4758721a947ee875fe4b784ed140cbfd91c55215b60d38366688d731da3c296cJmltdHM9MTczNjgxMjgwMA&ptn=3&ver=2&hsh=4&fclid=16562fc8-dffc-66c6-3151-3a9fded567e9&psq=Luxottica+Group+Overview&u=a1aHR0cHM6Ly93d3cuZXNzaWxvcmx1eG90dGljYS5jb20vZW4v&ntb=1) **(New York, NY 10018) Dec 2024 – Present**

**Power BI Developer**

* Implemented Real Time reporting, Fragmentation to fetch data from different Schemas, Data level and Object
* Interacting with Business users to understand KPIs, Measures, and
* Dimension of dashboard and created the same as per the requirement.
* Created Meta data modelling in **Power BI desktop** using Fact and Dimension Tables.
* Developed **Power BI** reports using visualizations using various charts such as bar and column charts, Line chart, scatter chart etc.
* Created Calculated Measures & Columns using **DAX**functions.
* Creation of **Power BI** reports and Published to Workspace.
* Support deployment of reports in Development and higher environment workspaces.
* Conduct unit testing and troubleshooting.
* Used **Power BI** Gateways to keep the dashboards and reports up to date.
* Develop and update technical documentation with report design and visualization details
* SIT and UAT Support for defect fixing
* Provide **Power BI** reports demo to customer
* Expertise in **Power BI, Power BI Pro, Power BI Mobile.**
* Expert in creating and developing **Power BI Dashboards** into rich look.
* Experience in developing Dashboard Report, Parameterized Reports, Linked reports, Sub reports by Region, Year, Quarter, Month and Week.
* Developed **Power BI model** used for financial reporting of P & L and Headcount.
* Designed and documented the entire Architecture of **Power BI POC**
* Expertise in writing complex **DAX** functions in **Power BI** and **Power Pivot.**
* Automated Power Query refresh using power shell script and windows task scheduler.
* Used various sources to pull data into Power BI such as Sql Server, SAP BW, Oracle, SQL Azure etc.

**AkzoNobel (Nashville, TN 37214) Jul 2022 - May 2024**

**Power BI Developer**

* Worked closely with various teams across the company to identify and solve business challenges.
* Gathering and Analyzing requirements of clients, understand and convert them into database solutions with solid exposure to architecture, analysis, design, testing, development, deployment, documentation & implementation.
* Import data from different data sources to create Power BI reports and Dashboards.
* Experience in developing Reports, Charts, Dashboards using Power BI Desktop and manage security based on requirements
* Transform, define, navigate the data from data source and performed merge and append queries using Power Query.
* Implemented complex query techniques of passing Multi-Valued parameters and cascading parameters in MDX.
* Performed different types of context like Row context, filter context and query context using Power BI Desktop
* Performed transformations like Pivoting, Unpivoting and Splitting of the columns using Power Query.
* Performed Query Folding using Power Query to filter data in the data source server.
* Created different chart types and drill down reports using Power Bi Desktop (SSRS).
* Involved in defining report layout in SSRS.
* Created complex SSAS cubes with multiple fact measure groups and multiple dimensions hierarchies in SQL server
* Created measures, calculated columns, relationships and performed time series analysis using DAX in Power BI
* Published reports and visualizations to Power BI Service and thereby created dashboards.
* Created hierarchies in Power BI reports using visualizations like Bar chart, Line chart, etc.
* Worked with both live and import data into Power BI for creating reports.
* Managed huge volume of data by creating weekly partitions in SSAS models.
* Used different type of slicers available in Power BI for creating reports.
* Experienced in creating many dashboards by pinning many visualizations in the workspace as per the insights provided.
* Experienced in Data Modeling used to define and analyze data requirements needed to support the business processes within the scope of corresponding information systems in organizations.
* Used Power BI Gateways to keep the dashboards and reports up to date.
* Experience in developing several Details, Summary reports including line and pie charts, trend analysis reports and sub-reports per business requirements.
* Experience in generating on-demand and scheduled reports for business analysis or management decision.
* Used recently introduced Power BI to create self-service BI capabilities and use tabular models.
* Responsible for creating and changing the visualizations in Power BI reports and Dashboards on client requests.
* Shared the created workspace across the organization using PowerBI Apps.
* Responsible for creating Row-Level Security (RLS) based on the business requirements.
* Created complex stored procedures and scripts in SQL Server.

**Larsen & Toubro India Ltd. Dec 2019 - Mar 2022**

**Power BI Developer**

* Worked closely with various teams across the company to identify and solve business challenges.
* Gathering and Analyzing requirements of clients, understand and convert them into database solutions with solid exposure to architecture, analysis, design, testing, development, deployment, documentation & implementation.
* Import data from different data sources to create Power BI reports and Dashboards.
* Experience in developing Reports, Charts, Dashboards using Power BI Desktop and manage security based on requirements
* Transform, define, navigate the data from data source and performed merge and append queries using Power Query.
* Implemented complex query techniques of passing Multi-Valued parameters and cascading parameters in MDX.
* Performed transformations like Pivoting, Unpivoting and Splitting of the columns using Power Query.
* Created different chart types and drill down reports using Power Bi Desktop (SSRS).
* Involved in defining report layout in SSRS.
* Created measures, calculated columns, relationships and performed time series analysis using DAX in Power BI
* Published reports and visualizations to Power BI Service and thereby created dashboards.
* Created hierarchies in Power BI reports using visualizations like Bar chart, Line chart, etc.
* Worked with both live and import data into Power BI for creating reports.
* Managed relationship between tables in Power BI using star schema.
* Used different type of slicers available in Power BI for creating reports.
* Experienced in creating many dashboards by pinning many visualizations in the workspace as per the insights provided.
* Experienced in Data Modeling used to define and analyze data requirements needed to support the business processes within the scope of corresponding information systems in organizations.
* Used Power BI Gateways to keep the dashboards and reports up to date.
* Experience in developing several Details, Summary reports including line and pie charts, trend analysis reports and sub-reports per business requirements.
* Experience in generating on-demand and scheduled reports for business analysis or management decision.
* Used recently introduced Power BI to create self-service BI capabilities and use tabular models.
* Responsible for creating and changing the visualizations in Power BI reports and Dashboards on client requests.
* Shared the created workspace across the organization using PowerBI Apps.
* Responsible for creating Row-Level Security (RLS) based on the business requirements.

**Reliance Industries Ltd. Jan 2016 - Dec 2019**

**Power BI Developer**

* Worked with Project team to outline Project requirements.
* Gathering and Analyzing requirements of clients, understand and convert them into database solutions with solid exposure to architecture, analysis, design, testing, development, deployment, documentation & implementation.
* Profiled the legacy database tables to provide data cleansing issue reports to the client.
* Developed data reconciliation SQL queries to validate the overall data migration
* Formulated DAX Expressions create Date to yearly columns and implemented partitions in Tabular Models for Power BI.
* Created measures, calculated columns and performed time series analysis using DAX in Power BI
* Effectively used data blending, filters, actions, and hierarchies feature in Power BI.
* Analyzed the data using Statistical features in Power BI to develop trend analysis and published the reports on the Power BI Services.
* Created different chart types and drill down reports (SSRS)
* Participated in the configuration of on-premises Power BI gateway to refresh datasets of Power BI reports and dashboards .
* Implemented complex query techniques of passing Multi-Valued parameters and cascading parameters in MDX.
* Involved in defining report layout in SSRS. Created complex stored procedures for reporting services and Analyzed reports
* Generated several daily and monthly critical reports
* Created and maintained several ETL jobs and resolved any issues associated with the jobs
* Developed and maintained SSIS Packages to integrate with different resources like MySQL, Oracle, SQL Server, Teradata, Flat files.
* Performed several performance tunings using execution plan and SQL profiler to improve the performance.

🌱 **Internship Experience:**

**ONCG Foundation – Trainee Mar 2014 - Jun 2014**

* 3-month internship focused on gathering organizational knowledge, understanding workflow, and a brief description of programming languages like SQL