**PUJITHA DOODALA**

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**H4-EAD**

**SUMMARY:**

* Over 7+ years of IT experience in data visualization, business intelligence, data engineering, SQL coding, metadata management, cloud computing, and supply chain management.
* Proficient in Big Data environments, utilizing components of the Hadoop ecosystem for processing large-scale data including structured and semi-structured data.
* Designed interactive Power BI dashboards and reports, enabling data-driven decision-making for business users.
* productivity.
* Strong background in Data Analytics, Requirement Gathering, Design, Development, Testing, Documentation, and Implementation of BI projects
* Designed DAX to identify Compliance check points in the Projects and create Power Automate Flows to alert the Project Managers about the Compliance Issues.
* Created complex DAX calculations and custom measures to compare industry-wide benchmarks and track performance.
* Experience in MS Power BI, Power BI Pro, Power Query, Power Pivot, Power BI Service, Power BI Desktop &MS Excel Pivot Table and VLOOKUP.
* Designed and implemented data models using a star schema in SQL, optimized for reporting in Power BI.
* Proficient in Qlik Sense, Power BI, SQL, and data wrangling with a strong background in data modeling, migration, and optimization.
* Gathered requirements from contact center teams and developed advanced views in Dynamics 365 to provide the daily reports to the customers.
* Excellent client interaction & Good at analyzing and understanding the customer preferences
* Experience using an ETL tool Qlik Sense to handle the various data feeds from the different data sources using Qlik Sense load scripts into QVDs. Profound knowledge on Data Warehouse concepts like Star schema, and Snowflake schema.
* Domain Knowledge in the Automobile, Retail and Services Industries.
* Proficient in developing static reports using N Printing (Excel, HTML reports).
* Connect Qlik Sense to multiple data sources including Oracle MS SQL Server, Hadoop, SQL and MS Excel.
* Connect Qlik Sense to the output file from Data Wrangling tool ALTERYX.
* Involved in analysis, enhancement, development, and production support in different domains such as Vehicle information, Survey data, Case information, Banking

**EDUCATION:**

* Bachelors in Electronics and Computer Engineer from JNTU, India – May 2011

**TECHNICAL SKILLS:**

**Reporting Tools: Microsoft Power BI, Tableau, Advanced Excel, Qlik Sense, Alteryx**

**Platforms & Tools: Microsoft Power Platform, Microsoft Dynamics 365, Power Automate, Power Apps**

**Databases: Microsoft SQL Server, MySQL, Hadoop, Teradata, Azure Synapse, GCP**

**Testing & Maintenance: Unit/System testing, platform upgrades, peer code reviews, performance tuning**

**Issue Tracking: Rally, JIRA, Microsoft Teams**

**Languages: C, HTML, SQL, Python**

**PROFESSIONAL EXPERIENCE:**

**May 2025- Till Date**

**COX Enterprise – Atlanta**

**Power BI Developer**

**Supply Chain Data Insights Project:** Worked on a supply chain analytics project supporting a multi-level hierarchy structure to streamline data flows, automate processes, and deliver actionable insights. Leveraged Power Platform tools including Power BI and Dataverse to automate workflows and visualize performance across various supply chain tiers.

**Responsibilities:**

* Designed and implemented Power BI dashboards to visualize hierarchical supply chain data across three tiers (Management, Underwriting, Operations), enabling strategic decision-making.
* Developed automated workflows using Power Automate to streamline data updates and approvals across business units.
* Integrated Dataverse as the central data source for consistent and governed access to structured supply chain data.
* Collaborated with business users to gather and translate complex supply chain requirements into effective data models and reports.
* Applied row-level security (RLS) in Power BI to restrict data access based on role hierarchy.
* Created reusable components (dataflows, Power Automate connectors) to enhance report automation and reduce manual effort.
* Ensured data accuracy and consistency across multiple Power Platform environments for robust reporting.
* Conducted UAT and training sessions for business stakeholders on dashboard usage and automated processes

**August 2018 – November 2024**

**FORD Motors, Dearborn, MI**

**Data Visualization Specialist/Power BI Developer**

**Global Contact Center Technology Project:** This project focuses on the management and analysis of case data, providing detailed insights into case status and classification levels. It tracks the model and year of products related to each case, as well as the case handling time across various teams. The objective is to enable higher management to efficiently monitor these metrics through a comprehensive visualization dashboard, facilitating informed decision-making and improving operational efficiency.

**Responsibilities:**

* Experience in collaborating with Ford Global Contact Center business customers to develop analytical reports and dashboards.
* Worked on data analytics and BI solutions aligned with business objectives, ensuring data-driven decision-making.
* Collaborated closely with Data Scientists to migrate data flows from Hadoop (Hive) to GCP, leveraging the Alteryx tool for streamlined processing and transformation and optimizing data pipelines and warehouse performance.
* Hands-on experience in SQL, Power BI, Qlik Sense, and Alteryx for data visualization and analytics. Familiar with Ford IT policies and infrastructure.
* Designed and developed Alteryx workflows to join and process data from multiple sources, improving efficiency and accuracy.
* Designed and implemented ETL pipelines using Alteryx to support business intelligence reporting.
* Automated data preparation and ETL processes using Alteryx to streamline data flow into GCP, Qlik Sense.
* Developed reports using Power BI and Qlik Sense, integrating SQL, Azure Synapse data from multiple dealerships.
* Strong proficiency in Power BI, including DAX, Power Query, and custom visuals to build interactive and scalable dashboards.
* Developed various solution driven views and dashboards by developing different chart types including Pie Charts, Bar Charts, Tree Maps, Circle Views, Line Charts, Area Charts, Scatter Plots in Power BI.
* Expertise in UX principles and best practices to design intuitive and user-friendly dashboards.
* Extensive experience in Power Query for data extraction, transformation, and loading (ETL) from multiple sources, including SQL and cloud platforms like Azure Synapse.
* Built automated data pipelines using Python and SQL to cleanse, transform, and load large datasets from multiple sources.
* Created reusable scripts for recurring data transformation tasks, reducing manual effort and ensuring consistency.
* Created Power BI reports by using Joins in multiple tables from multiples database using complex SQL queries.
* Designed a Power BI data model with multiple fact tables and dimensions depending on the business
* requirements.
* Created role-based and dynamic dashboards using Row-Level Security (RLS) to control access to sensitive data.
* Developed and optimized Power Query M scripts to automate data cleansing, merging, and transformation processes for Power BI reports.
* Created custom functions in Power Query to improve data processing efficiency and reusability.
* Implemented advanced data transformations such as pivoting, unpivoting, conditional logic, and parameterized queries to enhance data preparation.
* Utilized Power BI, including Power Pivot, Power View, and Power Map, to analyze data and create interactive reports and dashboards for data-driven decision-making
* Proficient in Data Analysis Expressions (DAX) for creating custom calculations and measures in Power BI, enhancing data insights
* Designed and implemented star schema data models in Oracle SQL, optimizing data for use in Power BI
* Automated data processing tasks by scheduling stored procedures to run daily, weekly, monthly, and yearly, ensuring data freshness and accuracy
* Worked with massive datasets to do debugging, data validation, error handling, and data cleansing.
* Explore data in a variety of ways and across multiple visualizations using Power BI
* Installed and Configured Enterprise Gateway and Personal Gateway in Power BI Services.
* Providing support for any data changes, system changes, or requirement changes after the dashboards were deployed.
* Automating N Printing reports to be posted automatically to Microsoft Teams folders.
* Applied UX principles and best practices to create intuitive interfaces that enhance data exploration and user engagement.
* Designed dashboards with clear layouts, logical flow, and minimal cognitive load, ensuring users can easily find and interpret key insights.
* Implemented filters, drill-through, tooltips, and dynamic visuals to allow users to explore data effortlessly.
* Automated data refreshes user notifications using Power Automate, improving reporting efficiency and reducing manual intervention.
* Integrated Power Apps to collect user inputs and enhance interactivity within BI solutions.
* Worked with Qlik Sense functions, objects, Set Analysis, Variables to create different kinds of charts.
* Developed Qlik Sense apps, master library items and stories.
* Designed reusable components like include-scripts, QVDs, common data models, etc.
* Tested BI solutions to ensure data accuracy, smooth ETL processes, and proper dashboard functionality, meeting business needs and performance goals.
* Integrated AI-driven insights and predictive analytics into Power BI dashboards for trend analysis.
* Worked with AI models to highlight anomalies, key trends, and business opportunities within the data.
* Implemented performance testing, user acceptance testing (UAT), and data security testing, validating system responsiveness, usability, and compliance with data governance policies.
* Implemented Section access and Hidden scripting for the Application Security
* Performed testing of dashboards for functionality, data, performance, look and feel.
* Promoted dashboards to production environments and managed user access.
* Following the agile process for implementing solutions based on existing Users stories, Feature or Epic type in Rally.

**Skills**: Data Visualization, Extract, Transform, Load (ETL), Reporting & Analysis, IICS, Snowflake, Informatica Cloud, Qlik Developer, Power BI, Alteryx, GCP, Qlik Admin, REST APIs, MSBI, Qlik Sense, SQL, Qlik N printing, Reporting & Analysis, Snowflake, Microsoft SQL Server, MSBI, Qlik

**March 2014 – April 2017**

**I moved to USA and waited to get work authorization and upskill my knowledge.**

**May 2012 – November 2013**

**TCTS (Vodafone), India**

**SQL Developer**

Responsibilities:

* Involved in the Creation of new database objects like Procedures, Functions, and Views using T-SQL in SQL Server 2005.
* Involved in the Promotion of the database objects from testing stage to the developing stage in the production.
* Involved in the modification of the database structures as directed by developers for different environments.
* Worked on Managing user access for the customers.
* Involved in the Backup and restoring of databases from various servers.
* Worked on the various ETL processes which are used for the extraction of the data from the data source.
* Updated the statistical information for both the old and new servers.
* Assisted with various ad hoc query requests.