**Siva**

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Professional Summary

* 15+ Years of IT industry experience in software lifecycle development from requirement specification to product release.
* Experience specializing in SSAS (**Tabular Model**) development and **Power** **BI** reporting. Proficient in creating impactful dashboards with drill-down capabilities using advanced DAX queries, calculated tables, calculated columns, slicers, filters, report pages, dashboards and a variety of visuals.
* Experienced Data Architect with a focus on designing and implementing robust data storage solutions in the Azure cloud environment. Adept at leveraging Azure services, **including Azure SQL Database, Azure Cosmos DB, and Azure Data Lake Storage**, to ensure efficient and scalable data management.
* Experience in data ingestion and data transformation using **Azure blob storage, Azure Databricks** (**Pyspark and SQL**) and creating pipelines between sources using **Azure data factory**.
* Excellent code skills in designing and developing applications using **Azure**, **.NET Core** Framework, **Entity Core** Framework, MVC, **ASP.NET** Core, **Angular, Web API**, ASP.NET Forms, **C#.NET**, LINQ, **MSSQL**, Web services, **Python**, **DAX**, HTML, XML, CSS, Java Script, jQuery, Typescript and Bootstrap.
* Hands-on experience, I have successfully designed, implemented, and optimized data solutions using **Azure Synapse**, delivering scalable and high-performance analytics capabilities.
* Experience on Power BI Data Modeling and **Data Warehousing** concepts like **Data Vault 2.0**, **Star Schema**, **Snowflake Schema**, Dimensions and Fact Tables.
* Expertise in optimizing tabular models using advanced DAX techniques. Proficient in leveraging **DAX Studio** to enhance performance, streamline queries, and ensure efficient data retrieval within Power BI and other tabular modeling environments.
* Expertise in designing Databases in MSSQL Server, Oracle and in creating complex high-performance views, procedures, triggers and functions (with writing SQL queries (DDL and DML) and PL/SQL) and effectively worked in addressing performance issues in every layer of the application.
* Expertise utilizing ETL tools, including SQL Server Integration Services (SSIS), SQL Server Analysis services (SSAS) and RDBM systems like SQL Servers and Oracle.
* Extensive experience in designing and implementing **CI/CD** pipelines for automating the build, test, and deployment phases of software development.
* Proficient in utilizing version control systems (e.g., **Git**) within CI/CD workflows to manage code changes and facilitate collaboration among development teams.
* Managed software development life cycle using **Agile methodologies** following Scrum. Developed estimation, resource, and confidential planning.
* Experience in Test plan formulation from requirements, Test scenario creation, test case design from design document, extensively worked in Unit Testing, Regression Testing, Integration Testing, Defect Tracking Systems and Performance testing of the software systems.
* Experience in Chemicals & Petroleum, Consumer, Healthcare, Financials and Manufacturing industry domains.
* Able to learn new technologies quickly and get the job done in a high visibility.

Skills

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| **Programming Languages**: T-SQL, DAX, Python, C#, Angular CLI, Node JS  **Cloud & Tools** –Microsoft Azure, Azure Synapse SQL Analytics, Azure Analysis Service, Azure Data Factory, Azure Data Bricks and Azure Data Lake.  **Business Intelligence Tools:** SQL Server 2008/2012/2014 Business Intelligence Development (BIDS), ETL tools, SQL Profiler, SSIS, SSRS  **Development Environment:** Visual Studio IDE, Visual Studio Code, DAX Studio.  **Reporting Tools:** SQL Server 2008 R2/2014/2016 Reporting Services, Excel, Power BI.  **Databases:** MS SQL Server. | **Frameworks:** .Net Core, .Net, Entity Framework, Bootstrap, JQuery.  **Web Technologies:** MVC, Angular, ASP.Net Forms, HTML, CSS.  **Services:** Web API, WCF,  **Scripts:** Type Script, Java Script.  **Methodologies:** Agile, Waterfall.  **Version Control:** GIT, TFS. |

Education

Master of Science (MCA): Computer Science, 04/2004

Bharathidasan University - Trichy, India

Bachelor of Science (CS): Computer Science, 04/2001

Periyar University - Salem, India

Certifications

[AZ-900 Microsoft Azure Fundamentals](https://www.credly.com/badges/2b05e090-6af3-41f0-80d2-abc515d4e8f9/public_url)

**Programming Languages**: T-SQL, DAX, Python, C#.Net, Angular CLI, Node JS

**Cloud & Tools** –Microsoft Azure, Azure Synapse SQL Analytics, Azure Analysis Service, Azure Data Factory, Azure Data Bricks and Azure Data Lake.

**Business Intelligence Tools:** SQL Server 2008/2012/2014 Business Intelligence Development (BIDS), ETL tools, SQL Profiler, SSIS, SSRS

**Development Environment:** Visual Studio IDE, Visual Studio Code, DAX Studo.

**Data Modeling Tools:** Microsoft Visio 2010/2013, Erwin.

**Reporting Tools:** SQL Server 2008 R2/2014/2016 Reporting Services, Excel, Power BI.

**Databases:** MS SQL Server, Oracle, MY SQL.

**Frameworks:** .Net Core Framework (3.1 & 2.0), .Net Framework (4.8,3.5 & 2.0), Angular Framework ,Entity Core Framework, Bootstrap, Jquery.

**Web Technologies:** MVC (6,5&4), Angular 8, ASP.Net Forms, Classic ASP, HTML 5, CSS 3.

**Services:** Web API, WCF, Web Services and Windows Services.

**Scripts:** Type Script, Java Script and XML.

**Methodologies:** Agile, Waterfall.

**Version Control:** GIT and Team Foundation Server (TFS).

Professional experience

Client: Henkel Sep 2022 - Dec 2024

Project: PURIS

Role: Lead **Data Architect**

Henkel operates worldwide with leading brands and technologies in three business areas: Laundry & Home Care, Beauty Care and Adhesive Technologies. Founded in 1876, Henkel holds globally leading market positions both in consumer and industrial business with well-known brands such as Persil, Schwarzkopf and Loctite.

Contributed effective solutions to Henkel as part of Supply Chain BI team. Developed various business functions, designing tabular models, and crafting Power BI dashboards in SCBI. Optimized tabular models and DAX queries using DAX Studio and its improved overall cube performance. Specialized skills include Azure Synapse, Data Bricks, Data Warehousing, and expertise in Data Vault 2.0 methodology. Exceptional development skills in Python and .Net core.

**My Roles is as follows:**

* Develop various reports and functional dashboards based on business requirements on Power BI, Tabular Model, DAX queries and Microsoft Excel.
* Involved Migrating from SQL Server Analysis Services (SSAS) to Power BI Premium Capacity.
* Developed scalable software solutions using Python and SQL.
* Implemented ETL pipelines using PySpark to extract, transform, and load data from various sources into data warehouses, ensuring data consistency and accuracy.
* Worked with Databricks notebook and create the code base for scheduling and automating data processing pipelines for ADF.
* Worked on creating Databricks to create Partitioning & Bucketing technique to improve performance involved in using diff. file format like Parquet, csv etc.
* Developed & Delivered Cloud application using Azure, .NET core, ASP.Net Core, C#, Web API, Angular, SQL Server and Entity Core Framework.
* Performed analytical tasks on tabular model including creating measures, calculated columns, hierarchy, define relationship, define role and KPIs.
* Developed custom calculated measures using DAX in Power BI and SSAS tabular model to satisfy business needs.
* Involved and developed various business functions, core materialized, and information store and access views in Data Warehouse and Data Bricks.
* Involved in performance tuning of long running Power BI reports, business functions and SQL queries
* Managed, sort, and analyzed data in several ways using Excel pivot table.
* Performed analytical tasks on tabular model including create measures, calculated columns, hierarchy, define relationship, define role and KPIs.
* Maintained business intelligence models to design, develop and generate both standard and ad-hoc reports.
* Designed and wrote various TSQL queries including stored procedures, common table expressions CTE, sub queries, join, merge scripts to support Power BI reports.

**Environment:** Microsoft Azure, Power BI, AAS, DAX, Azure Databricks, Python, SQL, PySpark, Azure Data warehouse, Azure Synapse SQL Analytic, .Net Core, ASP.Net MVC, Web API, C#, Entity Core Framework, Angular.

Client: Anglian Water Services Sep 2018 – Sep 2022

Project: RES Unified Database

Role: **Data Analyst**, **Senior** .**Net Full Stack Developer**

Recycling and Environmental Services (RES) manage all tanker and bulk movements for Anglian water Services (AWS), covering both sludge movement and routine jetting of sewers. The primary services it provides are Scheduled Sludge movements from sewage treatment works to sludge treatment works.

Non-Routine and Emergency sludge movements to cover unforeseen circumstances. Bio solid movements from treatment centers to various agreed locations (largely land). Routine Jetting of sewers. Creating Occasional emergency jetting of sewers where small towed jetters cannot clear blockage.

**My Roles is as follows:**

* Developed multiple dashboards, analytical reports based on business requirements using Power BI.
* Created partitions, KPIs, calculated columns, measures, fact and dimension tables.
* Developed & Delivered Cloud application using .NET core, ASP.Net Core, C#, Web API, Angular, SQL Server and Entity Core Framework.
* Develop and maintain a framework for reporting sales on a daily, weekly, and monthly basis.
* Adept in developing, publishing, and scheduling Power BI reports as per the business requirements.
* Used DAX to create calculated column and Measure to enrich the data model and to compute business formula.
* Managed data through extract, transfer, and load from various sources into another for the purpose of building data model on Tabular Model.
* Created and Managed OLAP Cubes using SSAS.
* Created different user level groups and assigned permissions levels to the reports, to ensure access to the information for the right persons with authorizations based on their levels in the Organization.
* Created and deployed SSAS tabular model for reporting purposes.
* Created complex T-SQL queries, stored procedures, indexes, functions and, views to support efficient data storage and manipulation.
* Worked on Query Optimization, execution plan and SQL profiler.

**Environment:** Microsoft Azure, Power BI, SSAS, DAX, .Net Core, ASP.Net MVC, Web API, C#, Entity Core Framework, Angular.

Client: Shell Jan 2017 – Sep 2018

Project: STACA Within-Day Information system (WIDI)

Role: **Senior** .**Net Full Stack Developer**, **BI Developer**

The STACA Within-Day Information system (WIDI) is used to communicate with shippers responsible for nominating gas entering the Bacton Gas plant and subsequently sold to the National Grid at the Bacton Delivery point.

This system allows shippers to see historical data (previous day’s nominations and allocated and attributed gas), future data (forecasts for tomorrow) and allows them to view current day information (nominations and predicted attribution information) and short messages (Bulletins) that the Dispatcher can use to pass information to shippers.

Shippers can use the system to enter Nominations and Booked Capacity into the system. The system performs some simple validation on this data and then passes it on to the STACA application for use in its operations.

Data in WIDI must be partitions so that shippers can only view and enter data that they are entitled to see. This means that shippers should see data only on fields for which they have an interest and should only be able to see their data (nominations, attributions etc.) and data for the field as a whole. They should not be able to view (or enter) other shippers’ nominations.

**My Roles is as follows:**

* Developed & Delivered Cloud application using .NET core, ASP.Net MVC, C#, Web API, Bootstrap, SQL Server and Entity Core Framework.
* Expertly performed requirement gathering and analysis, analyzed and documented the system specifications, business requirements.
* Developed stored procedures, user defined functions, views, triggers, T-SQL scripting for complex business logic.
* Extensively used joins, correlated and non-correlated sub-queries for complex business queries involving multiple tables from different databases and implemented triggers and stored procedures and enforced business rules via checks and constraints.
* Designed, developed, modified, and enhanced the database structures and database objects.
* Developed logical and physical data models, design data access strategies and write SQL code to access and manipulate data stored in databases.
* Involved in creating, maintaining tables and performance tuning of long running stored procedures and queries.
* Created SSIS package to extract data from heterogeneous sources and loading staging database and data warehouse.
* Performed data conversion from a flat file and excel into a normalized database structure.
* Developed, updated and organized databases to handle customer data.

**Environment:** Microsoft Azure, .Net Core, ASP.Net MVC, Web API, C#, Entity Framework, Bootstrap 3, HTML 5, CSS 3, jQuery, SAML2.0.

Client: L’Oreal Dec 2014 – Dec 2016

Project: **IKB Application (Data Manager, Space Planning and Report)**

Role: **MSBI Developer, Senior** .**Net Full Stack Developer**

IKB application is a planogramming tool used by the category management team to manage the Walls, Fixtures and its components at various store locations. This tool is primarily used to support the Cosmetics & Non-Cosmetics product category. IKB comprises of three sub applications – 1. Data Manger tool to set up the products and fixture master data 2. Space Planning tool to design and build the planograms and 3. Forecasting tool to manage the forecasting requirements of fixtures/components from season to season. In addition, there are numerous SSRS reports to support the business needs.

**My Roles is as follows:**

* Designed SSIS packages in order to validate, extract, transform and load data in to staging and data warehouse.
* Performed data migration from excel, Oracle to MS SQL server using SSIS.
* Designed, Developed & Delivered web application using ASP.Net MVC, C#, VB.Net, LINQ, Web Services.
* Created various complex reports and mange them using SQL Server Reporting Services.
* Deployed and uploaded the SSRS reports to Report manager and called reports through a URL from .Net API for the end users and involved in enhancements and modifications.
* Involved Database Design. Created Database Objects like Tables, Stored Procedures, Views, Triggers, Rules, Defaults, user defined data types and functions.
* Involved in developing test cases for unit testing, integration testing and conducting code walkthrough.
* Resolved Critical/High defects on time in different environments like DEV, QUA and PRD.

**Environment:** .Net Framework 4.0, ASP.Net MVC, C#, LINQ, jQuery, Java Script, Web Service, Windows Services, SSIS, SSRS, SQL Server & TFS.

Client: Jones Lang LaSalle Mar 2010 – Nov 2014

Project: **Shopping Centre Data Analyze Tool (SDAT)**

Role: **Senior Application Developer, MSBI Developer**

SDAT is web-based application. The application is built on VS 2010 in ASP.NET, ADO.Net, C# and crystal Reports. Currently the application is available for all EMEA Users.

SDAT application id used for capturing, consolidating and reporting tenant’s turnover data. The collection of turnover data will allow the Landlord and their agents to better assess and understand a retailer’s performance by in-depth analysis of turnover data against local and national benchmarks. The Analysis will allow landlords to proactively respond to tenant’s requirements and risks.

The application has a reporting facility which is developed using SSRS that allows the user to access information they have access rights to and to produce detailed reports. It is envisaged that all the reports generated should be downloaded to excel / CSV / Word / PDF format.

**My Roles is as follows:**

* Created packages for loading of different formats of files and databases in the SQL server data warehouse using SQL Server Integration Services (SSIS).
* Extracted large volumes of data from various data sources and loaded the data into target data sources by performing kinds of transformations using SSIS.
* Design and implementing a variety of SSRS reports such as Parameterized, drilldown, Ad hoc and sub reports using report designer and report builder based on the requirement.
* Develop & Deliver applications using .NET Framework, ASP.Net, Web Services, Windows Services & SQL Server
* Involved in analyzing, designing, building and testing of OLA cubes with SSAS and in adding calculations using MDX.
* Developed stored procedures, user defined functions, views, triggers, T-SQL scripting for complex business logic
* Involved in performance tuning of code using execution plan and SQL profiles and provided the solutions to improve the performance on tables.

**Environment:** MSBI (SSIS, SSAS, SSRS), .Net Framework 4.0, ASP.Net, ADO.NET, Java Script, C#, LINQ, jQuery, Web Service, Windows Services, SQL Server & TFS.