

PALLAVI HEGDE

Data Engineer (Power BI Specialization)

Bengaluru, India

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Data engineer with **5+ years** across data analytics and BI. Designs star-schema models, writes clear DAX, and shapes data with Power Query (M) to deliver fast, adoption-ready Power BI reports. Proven skillset in dimensional modeling, pragmatic performance tuning, and insightful visuals that turn complex data into confident decisions.

Work Experience

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| IBM | February 2020 – Present |
| <i>Data Engineer</i> | <i>February 2021 - Present, Bengaluru, India</i> |
| <ul style="list-style-type: none">Built Power BI datasets and reports to track user issues and surface system bottlenecks; modeled star schemas, authored DAX measures, and implemented RLS for stakeholder-specific access; improved SLA compliance for incident triage by 20% and reduced average backlog age by 18%.Engineered ETL for Wireless Access Point device details and automated Juniper Mist WAP deployment workflows; developed switch capacity analytics and implemented automated over-capacity alerts via Python-based scheduled checks and email notifications; reduced over-capacity incidents by 35% and cut mean-time-to-detection by 20 minutes.Automated campus and site network analytics in Python/SQL (pandas/DB queries), standardizing collection, validation, and reporting; eliminated 15+ hours/month of manual reporting and improved data completeness by 25%.Standardized modeling and performance in Power BI Desktop: star-schema design, measure patterns, and tuning with DAX Studio/Tabular Editor; set a clear publishing cadence and maintained >99% refresh success. | |
| <i>Associate Data Engineer</i> | <i>February 2020 - January 2021, Bengaluru, India</i> |
| <ul style="list-style-type: none">Migrated a voice cost ETL pipeline from DataStage to PySpark with Airflow, improving speed by 40%, reducing costs by 25%, and cutting manual steps by 70%. | |

Technical Skills

Power BI: Desktop, Service, DAX, Power Query (M), Dataflows, Gateways, Row-Level Security, Incremental Refresh, Deployment Pipelines, DAX Studio, Tabular Editor
Data Engineering: SQL (MySQL/PostgreSQL), Python (pandas, PySpark), ETL/ELT, REST APIs, Scheduling/Automation
Tools: Git, Jira
Data Sources: SQL Server, PostgreSQL, DB2, MySQL, CSV/Excel

Education

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|---|------------------------------|
| PES Institute of Technology and Management | May 2015 – May 2019 |
| <i>BE in Computer Science and Engineering</i> | <i>Shivamogga, Karnataka</i> |

Personal Projects

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- Uber Trip Analysis Dashboard** | *Power BI, DAX, Star Schema*
- Analyzed 100K+ NYC trips with star schema modeling; built 6 KPIs using RANKX, USERRELATIONSHIP, and dynamic parameters.
 - Created time-series heat maps and location hotspots with drill-through navigation and bookmarks for data exploration.
- IPL Cricket Analysis Dashboard** | *Power BI, DAX, PostgreSQL*
- Integrated 225K+ ball-by-ball records; created 5 dynamic KPIs using Top N filtering, ALLSELECTED, and time intelligence.
 - Calculated cricket metrics with filtered DAX; applied conditional formatting and edit interactions.
- Shopify E-Commerce Analytics** | *Power BI, DAX, Power Query*
- Analyzed 7,400+ transactions; engineered 9 KPIs including LTV, 46% repeat rate, and purchase frequency using DISTINCTCOUNT.
 - Built dynamic measures with parameters; designed regional maps and trends to surface peak sales and retention patterns.

Certifications / Achievements

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- IBM Growth Award** - Recognized for contributions to migration/orchestration of analytics pipelines and stakeholder impact.
 - IBM Client and Partner Success Award** - Awarded for the development and optimization of data processing and reporting solutions.