**PrashantRaparla**

Sr. Data Modeler/Data Analyst

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**Professional Summary:**

* Having about**8+years** of experience in**Data Modeling** and **Data Analysis** solutions in **Food Chain**, **Consumergoods**,**Telecommunications**, **Banking**, and**Logistics**domains.
* Extensive experience in gathering business requirements from clients through joint requirement development sessions for functional and non-functional requirements.
* Extensive experience in disciplined software development life cycle **(SDLC)** process and familiar with **Agile**, **Scrum**,and**Waterfall** methodologies.
* Experience in **relational**, **dimensional,** and**multidimensional** data modeling forcreating **conceptual**data modeling.
* Extensive experience in creating **logical**, and **physical** data modeling for various platforms **Oracle**/**Teradata**/**SQL Server**/ **DB2**as per business standards.
* Significance exposure to **TalendETL Tool**. Well versed with analyzing data flows for validations and to check data quality issues.
* Experience in designing of **starschema**, **snowflake** schema for online analytical processing **(OLAP)** and online transactional processing **(OLTP)** systems.
* Evaluating data sources and strong understanding of data warehouse/data mart design, **ETL**, **BI**, **OLAP**, client/server applications.
* Experience in development of **SQL**, **PL**/**SQL, T-SQL** scripts,stored procedures, triggers, functions, packages for business logic implementation.
* Experience in building **data marts**, **data quality reports**, **data profiling**, **data analysis** and **data archives**.
* Worked extensively on **forward**engineering, **reverse** engineering and **namingstandards**processes. Created **DDL** scripts for implementing data modeling changes.
* Maintained data integrity and consistency by passing data through several analysis steps such as **parsing** and **prototyping**.
* Experience in creating **tables**, **constraints**, **views**, and **materializedviews** using **ERwin**, **ER Studio, Power Designer** and **SQL Modeler**.
* Experience in creating**partitions**, **indexes**, **indexed views** to improve the performance, reduce contention and increase the availability of data.
* Optimized procedures and functions utilized by **ETL** packages to reduce **ETL** process time.
* Having good knowledge in normalization (**1NF, 2NF, 3NF**) and de-normalization techniques for improved database performance.
* Experience in **RalphKimball** and **BillInmon** approaches.
* Experience in **datatransformation** and **datamapping** from source to target database schemas and**data cleansing**.
* Performed extensive **data profiling** and **analysis** for detecting and correcting inaccurate data from the databases and to track **data quality**.
* Experience in **performancetuning** and **queryoptimization** techniques in transactional and data warehouse environments.
* Strong experience in using **spreadsheet** and **MS Access** to dump the data and analyze based on business needs.
* Well versed with **Autosys** Job scheduling.

**TechnicalSkills:**

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| **DataModelingTools** | ERwin r7.1, 7.2, r8.2, r9.1, r9.5, and r9.64, Embarcadero ERStudio, Enterprise Architect, Oracle Data Modeler, Sybase Power Designer. |
| **DatabaseTools** | DB2, Microsoft SQL Server 2005, 2008, 2012, and 2014, MS Access 2000, MySQL, Oracle 8i, 9i, 10g, 11g, and 12c, PostgreSQL, Sybase ASE, and Teradata V2R6. |
| **ETLTools** | Ab-Initio, Data Junction, DataStage, Informatica6.2, and 7.1, SSIS, Talend Open Studio, Autosys. |
| **OLAPTools** | MicrosoftAnalysisServices,BusinessObjectsandCrystalReports9. |
| **Other Tools** | SAP ERP EHP, SAP GUI. |
| **Packages** | MicrosoftOfficeSuite,MicrosoftProject2010,andMicrosoftVisio. |
| **ProgrammingLanguages** | SQL,PL/SQL,HTML,XML. |

**Professional Experience:**

**Whataburger, San Antonio, TX** Mar2016-Present

**Sr.DataModeler/DataAnalyst**

**Responsibilities:**

* Participated in requirement gathering with business users to understand and document the business requirements in alignment to the financial goals of the company.
* Created the **conceptual**model for the data warehouse using **ERwin**data modeling tool.
* Designed **logical** and **physical** data models using data provisioning and consumption techniques.
* Reviewed the logical model with application developers, **ETL** team, **DBAs** and testing team to provide information about the data model and business requirements.
* Normalized the **tables**/**relationships** to arrive at effective relational schemas without any redundancies.
* Developed scripts that automated **DDL** and **DML** statements used in creations of databases, tables, constraints, and updates.
* Designed **star**s**chema**, **snow**-**flakeschema**and involved in developing the data warehouse for the database.
* Worked on **forwardengineering** to enhance the data structures of the existing database and creating new schemas.
* Worked on **reverseengineering** on the existing data models and updates the data models.
* Participated with application developers and DBAs to discuss about various **De-normalization**, **partitioning** and **indexingschemas** for physical model.
* Created **ETL** jobs and custom transfer components to move data from smaller teams to centralized area (**SQL Server**) to meet minimum capital requirements using **SSIS**.
* Created naming standards for data attributes and metadata to track data source, load frequency, generated key values, and data dictionary.
* Used execution plan, **SQL**profiler and database engine tuning advisor to optimize queries and enhance the performance of database.
* Extensively used metadata &data dictionary management,data profiling, data mapping.
* Generated reports using **SQL** Server Reporting Services from **OLTP** and **OLAP** data sources.
* Worked with the **ETL** team to ensure that the company's data governing policy was adhered to generated extracts for multiple downstream users.

**Environment: ERwin 9.2, Oracle 11g, SQL Server 2012/2014, Visual Studio 2012, Red Gate, SQL Developer, SSIS, SSRS, SSAS, TOAD Data Analyst 3.1, Microsoft Visual studio 2008/2012, and MS Office suite.**

**Sephora, SFO, CA** Nov2014 - Feb 2016

**Sr.DataModeler/DataAnalyst**

**Responsibilities:**

* Gatheredbusinessrequirements,interactedwithbusinessanalyststofinalizerequirements.
* Translatedexistingdatabasesintomodelstounderstandobjectsandrelationsusingreverseengineeringfunction.
* Performedwalkthroughsfor**conceptual**,**logical**and**physicaldatamodel**forvalidatingdesignsfortheenterprisedatawarehouse.
* Involvedwithimplementing**Kimball**methodologytodesigndatamarts.
* Implementedprimarykey,foreignkeyconstraintsusing**RI**(referentialintegrity).
* Used**normalization**and**de-normalization**techniquestoachieveoptimumperformanceofthedatabase.
* Responsible for generating in database scripts using forward engineer.
* Identified**SCD**andcategorizedthemunder**Type-1** and**Type-2**.
* Involvedwithdataanalysisusing**TeradataSQLassist**fromdatasource.
* Designthedocuments, whichincludeddataflowmodelin**VISIO**,datamappingdocuments,designdocument, whichwillassistthedeveloper.
* Workedwiththe**ETL**teamtodocumentthetransformationrulesfordatamigrationfrom**OLTP**toWarehouseenvironmentforreportingpurposes.
* Used **TalendETL** tool to move data from **DataWarehouse** to **DataMarts**. Also, used to load data from files to staging tables.
* Assistwithusertestingofsystems,developingandmaintainingqualityprocedures,andensuringthatappropriatedocumentationisinplace.
* Developed**SQL**Queriestofetchcomplexdatafromdifferenttablesinremotedatabasesusingjoins,databaselinksandbulkcollects.
* Written**SQL**triggersandstoredprocedures.
* Created **domains** and **metadata** reports using **ERwin** data modeler.
* Resolvedthedatatypeinconsistenciesbetweenthesourcesystemsandthetargetsystemusingthemappingdocuments.
* Conducteddesignwalkthroughs, whichhelpedthedeveloperstounderstandthedesign.
* Generatedthe**DDL**andassistedindesigningtheoverall**ETL**strategy.
* Maintainedsecurityanddataintegrityofthedatabase.
* Carried out effective data profiling to eradicate anomalies between source and target data.

**Environment:ERwin8.x,IBM infosphere data stage, TalendOpen Studio 5.6, TeradataSQLAssistant,SQLServer2012.**

**Vonage, Holmdel, NJ** Jan2014-Oct2014

**DataModeler**

**Responsibilities:**

* Activeinteractionwithbusinessgroupstogatherdatawarehouserequirements.
* Determineddatarulesandconducted**logical**and**physical**designreviewswithbusinessanalysts,**DBAs**anddevelopers.
* Involved in documenting the entire technical process.
* Translatedbusinessrequirementsintodetailed,production-leveltechnicalspecifications,newfeaturesandenhancementstoexistingtechnicalbusinessfunctionality.
* Developed a well-versed**conceptual** model based on the business requirements.
* Widelyusednormalizationmethodsandhavedonedifferentnormalizations(**3NF**).
* Developedthe**starschema, snowflakeschema**fortheproposedwarehousemodeltomeettherequirements.
* Createdmappingsfortype**2SCD**(slowlychangingdimensions)forupdatingandinsertingrecordsandtherebymaintaininghistory.
* Involved in **dataconversions** and **gapanalysis** from **legacysystems** to updated technologies using custom **SQL** scripting as well as **ETL** applications from relational solutions.
* Providedarchitecture/developmentforinitialloadprogramstomigrateproductiondatabasesfromOracledatamartstoTeradatadatawarehouse.
* Involvedinthecriticaldesignreviewofthefinalizeddatabasemodel.
* Involved inpreparingmappingdocumentsanddevelopingpartialSQLscriptsasrequired.
* TunedSQLqueriestomakeuseofdatabaseindexes.
* Generatingad-hocreports,usingcrystalreports9.
* Used**SSIS**tocreate**ETL**packagestovalidate,extract,transform,and loaddata-to-datawarehousedatabase,and datamartdatabase.
* Developeddatamapping,datagovernance,transformationandcleansingrulesforthemasterdatamanagementarchitectureinvolving**ODS**, **OLTP**,and**OLAP**.
* Createdsummary/semanticleveltablesbasedonthereportingrequirements.

**Environment:ERwinr9/9.1,Oracle11g,Toad,CrystalReports9,SQLServer2012/2014,WindowsXP,Teradata,DB2.**

**Citi Group, Irving, TX** Nov2012-Dec2013

**DataModeler**

**Responsibilities:**

* Requirement gathering from the users by participating in JAD sessions,A series of meetings were conducted with the business system users to gather the requirements for reporting.
* Understood basic business analyst’s concepts for **logical** data modeling, data flow processing and data base design.
* Created and design **conceptual** data models using **ERwin** data modeler.
* Created **logical** and **physical** data models for dimensional data modeling using best practices to ensure high data quality and reduced redundancy with the **IDW** standards and guidelines.
* DesignedanddevelopedOracle**PL/SQ**Lproceduresand**UNIXshellscripts**fordata**import/export**anddataconversions.
* Performedlegacyapplication**datacleansing**,**dataanomaly**resolutionanddeveloped**cleansingrulesets**forongoingcleansinganddatasynchronization.
* Extensivelyused**starschema**methodologiesinbuildinganddesigningthelogicaldatamodelintodimensionalmodels.
* Involvedinprojectcycleplanforthe**datawarehouse**,sourcedataanalysis,dataextractionprocess,transformationandloadingstrategydesigning.
* Workedon databasedesignfor**OLTP**and**OLAP**systems.
* Designeda**STAR**schemaforsalesdatainvolvingshareddimensions(conformed)using**ERwin**DataModeler.
* Designedandbuildthe**OLAP**cubesfor**starschema**and**snowflakeschema**usingnative**OLAP**servicemanager.
* Extensivelyused**Teradata**utilities(**BTEQ**,**FastLoad**,**Multiload**,**TPUMP**)toimport/exportandloadthedatafromoracle and flatfiles.
* Performeddataanalysistasksonwarehousesfromseveralsourceslike**Oracle**,**DB2**,and**XML**etc.andgeneratedvariousreportsanddocuments.
* Createddatabasemaintenanceplansfortheperformanceof**SQL**serverwhichcoversdatabase**integritychecks**,updatedatabase**statistics**and**re-indexing**.
* InvolvedinworkflowsandmonitoredjobsusingInformaticatools.
* Used**SSIS**tocreate**ETL**packagestovalidate,extract,transformandloaddataintodatawarehouseand**datamart**.
* Developedstoredprocedureson**Netezza**and**SQL**serverfordatamanipulationanddatawarehousepopulation.
* Activelyinvolvedinnormalization(**3NF**)&de-normalizationofdatabase.
* Involvedinimplementingof**SQLServer2008**.
* DevelopedmultipleprocessesforDailyDataIngestionfromClientassociateddatavendorsandProductionTeam,Clientsiteemployeesusing**SSIS**and**SSRS**.
* Createdmultiplecustom**SQL**queriesin**TeradataSQL**workbenchtopreparetherightdatasetsfor**Tableau**dashboards.
* Worked with the team in mortgage domain to implement designs based on the **freecashflow**, **acquisition**, and **capitalefficiency**.
* Resolvedthedatatypeinconsistenciesbetweenthesourcesystemsandthetargetsystemusingthemappingdocumentsandanalyzingthedatabaseusing**SQL**queries.

**Environment:ERwin9.1,DataModeling,InformaticaPowerCenter9.6,TeradataSQL,PL/SQL,BTEQ,DB2,Oracle,Agile,ETL,Tableau,Cognos,BusinessObjects,UNIX,SQLServer2008,TOAD,SAS,SSRS,SSIS,T-SQLetc.**

**ProcessWeaver Software Solutions Pvt Ltd, Hyd, India** Jul2011-Oct2012

**DataModeler**

**Responsibilities:**

* Requirement gathering from the users by participating in JAD sessions. A series of meetings were conducted with the business system users to gather the requirements for reporting.
* Responsible for **conceptual**, **logical**, and **physical** data modeling, database design, **starschema**, **snowflakeschema** design, data analysis, documentation, implementation and support.
* Designedthe**DataMarts**using**RalfKimball's**dimensiondatamartmodelingmethodologiesusing**ERWIN**.
* Designeddifferenttypeof**STAR**schemasusing**ERWIN**withvariousdimensionsliketime,services,customersand**FACT**tables.
* Workedwithenduserstocollectbusiness**dataquality**rulesandworkedwiththedevelopmentteamtoestablishtechnicaldataqualityrules.
* Identifiedthe**entities**and**relationships**betweentheentitiestodevelopa**logical**modelandlatertranslatedthemodelinto**physical**model.
* CoordinatedwithDBA'sandgenerated**SQL**codefromthedatamodelsusing.
* Workedcloselywiththe**ETLSQL**ServerIntegrationServices**(SSIS)**developerstoexplainthedatatransformation.
* Supported**UAT**(UserAcceptanceTesting)bywriting**SQL**queries.
* CreatedSQLtableswithreferentialintegrityanddeveloped**SQL**queriesusing**SQLServer**and**Toad**.
* Managedday-to-dayoperationalandtacticalaspectsofmaintenanceprogramsandcapitalimprovementprojectstoensureprofitableandsuccessfulmanufacturingoperations.
* Performedextensivedataanalysisanddatavalidationon**Teradata**.
* Workedwiththereportinganalystandreportingdevelopmentteamtounderstandreportingrequirements.Involvedingenerating**ad-hoc**reportsusingcrystalreports9.
* Designedanddevelopedoracledatabase**tables**,**views**,**indexes**withproperprivilegesandmaintainedandupdatedthedatabasebydeletingandremovingolddata.
* Createdandmaintainedlogicalandphysicalmodelsforthe**datamart**,whichsupportsthecredit,fraudandriskretailreportingforcreditcardportfolio.
* Createdtheconceptualmodelforthedatawarehousewithemphasisoninsurance(lifeandhealth),mutualfundsandannuityusing**ERStudio**datamodelingtool.

**Environment:MicrosoftWindowsVista/Unix,ERStudio,ERWIN7.x,Oracle10g,SQL,MSExcel,SSIS,DB2,TOADfromQuestsoftware.**

**GreenByte Technologies, Hyd, India** Jun2010-Jun 2011

**DataModeler**

**Responsibilities:**

* Gatheredbusinessrequirementsbyorganizingandmanagingmeetingswithbusinessstakeholders,applicationarchitects,technicalarchitectsandITanalystsonascheduledbasis.
* Designedanddevelopedusecases,activitydiagrams,sequencediagrams,**OOD**(object-orienteddesign)using**UML**and**Visio**.
* DesignedERdiagrams,logicalmodel(relationship,cardinality,attributes,and,candidatekeys)andphysicaldatabase(capacityplanning,objectcreationandaggregationstrategies)for**Oracle**and**Teradata**asperbusinessrequirementsusing**ERwin**.
* Normalizedthetablesupto**3NF**.
* Builtandmaintainedarobustdatawarehousingsystemfortheorganization.
* Created**DDL**scriptsusing**ERStudio**andsourcetotargetmappingstobringthedatafromsourcetothewarehouse.
* Implementedtheslowlychangingdimensionschemeformostofthedimensions.
* Createddatamaskingmappingstomaskthesensitivedatabetweenproductionandtestenvironment.
* Workedon**dataprofiling**and**datavalidation**using complex SQL on various sources systems including Oracle 10g/11g and Teradata, toensuretheaccuracyofthedatabetweenthewarehouseandsourcesystems.

**Environment:ERwin,MSExcel,Oracle10g,SQL,PL/SQL,MSVISIO,MS-ACCESS,MSExcel.**

**Orasphere Technologies (P) Ltd, Hyd, India** Mar2009-May2010

**Data Analyst**

**Responsibilities:**

* Involvedin**JAD**sessionswiththebusinessanalyst,**SME**,productownerandothermanagementteaminthefinalizationofthebusinessrequirements.
* Translated business requirements into technical requirements (i.e. **Logical** and **Physical** Model).
* Created and maintained logical data model (**LDM**) and physical data model (**PDM**) for the projects, which include documentation of all entities, attributes, data relationships, primary and foreign key structures, allowed values, codes, business rules, and glossary terms.
* Creation of database objects like tables, views, materialized views, procedures, and packages using Oracle tools like **PL/SQL**, **SQLPlus**, **and SQLLoader** and handled exceptions.
* Involved in database development by creating functions and collections.
* Participated in performance tuning using **Explain Plan** and **TKPROF**.

**Environment:SQL, PL/SQL, Oracle8i,ERwinr7.3,Visio,InformaticaPowercenter8.x,TOAD, Unix.**

**Education:** Bachelor of Technology in Computer Science from JNTU India.