



# SENTHIL KUMAR D

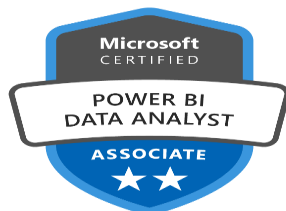
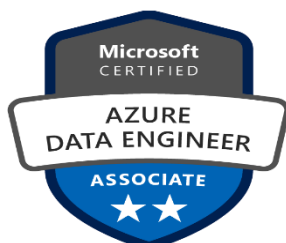
BUSINESS INTELLIGENCE ARCHITECT

## CONTACT DETAILS

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## TECHNICAL SKILLS

- MS SQL SERVER DB DESIGN
- MS SQL SERVER MAINTENANCE
- LARGE SQL QUERY HANDLING
- SQL QUERY OPTIMIZATION
- DATA WAREHOUSE DESIGN
- SSIS & BOOMI ETL PROCESS
- POWER BI REPORT CREATION
- SSRS REPORT CREATION
- AWS SERVER HANDLING

## PROFILE

I have 13 Years of experience in Database Development and Business Intelligence (Data integration, Analytics and Reporting) involved in various aspects of SDLC by performing different roles such as SQL Programmer, Senior Database Developer and Business Intelligence Architect for Large Applications. Extensive working experience in Design, Development and Maintenance of SQL Server database that includes but not limited to creating complex Stored Procedures, Triggers, Views, Functions, etc.

## CERTIFICATIONS

Microsoft Certified In, Data Analyst Associate

Analysing Data With PowerBI – DA 100

Microsoft Azure Data Engineer Associate – DP 203

Microsoft Azure Fundamentals – AZ 900

## WORK EXPERIENCE

JAN 2016	IMMACULATE DATA SOLUTIONS PVT LTD Business Intelligence Architect
To Till Date	
MAY 2012	ITFLEX SOLUTIONS INDIA PVT LTD Database Analyst and SQL Programmer
To JAN 2016	
JAN 2011	EKGON TECHNOLOGIES Software Engineer
To APR 2012	

## EDUCATION

MSc (Software Engineering)

2006 - 2011  
Kamaraj College of Engineering and Technology,  
Virudhunagar (Under Anna University – Chennai)

PROFESSIONAL SUMMARY:

- Have Excellent Skillset in Designing creative, user friendly and self service reporting solution using **PowerBI**
- Skilled in using **PySpark** for large-scale data processing and analytics, including data transformation, machine learning model training, and real-time data streaming.
- Highly Proficient in designing Data Warehouse and Business Intelligence Solution using **Microsoft Business Intelligence Suite(SSIS and SSRS) and T-SQL**
- Specialized in designing and architecting **Database** and Complex **Batch Processing Solution** using **MS SQL Server**
- Expertise in utilizing **Databricks** for scalable data engineering, collaborative data science, and machine learning workflows, including managing ETL processes, optimizing Apache Spark jobs, and integrating with various data sources.
- Have Competent professional experience with Azure Services as Azure Data Engineer and handled lot of projects using **Azure Services like Azure DevOps, Azure Data Factory, Blob Storage and Azure Synapse Analytics**
- Experienced in Performance tuning of SQL Server database by applying tools and techniques such as **Indexing, ReIndexing, Execution Plan analysis** and **Index Tuning Wizard**
- Experienced with **Different Domains** like **Retail, Insurance, Real Estate, Tourism** and **Restaurant Chain**
- Used **GIT** and **GitLab** for my clients Source Code Management and Version Control
- Have Excellent Knowledge in Project Collaboration Tools like **Trello, Zoho, Basecamp** and **Asana** for Project Management and Defect Management
- Gained appreciations from employers and customers by providing **committed** and **reliable** service in current and all previous engagements.
- Attention to detail, focused, ability to perform with minimal or no supervision, highly customer oriented, simple and straight forward.
- Keen to improve the overall productivity of the team by defining/refining standards, processes, coding guidelines, checklists, best and worst practices

PROFESSIONAL EXPERIENCE AND SOME OF MY RECENTLY WORKED PROJECT DETAILS:

#1	Dentsu International	Oct22 To Feb24	United Kingdom
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Team Size	4
Role	Senior BI Developer
Technologies	SQL Server, Power BI, PySpark

Project Description:

- Dentsu International is a multinational media and digital marketing communications company headquartered in London, United Kingdom, and a wholly owned subsidiary of the Japanese advertising and public relations firm Dentsu. Its principal services are communications strategy through digital creative execution, media planning and buying, sports marketing and content creation, brand tracking and marketing analytics
- In Dentsu, from October 2022 to May 2023, I worked on the D365 OPS Reporting BCOE Financial Team. My responsibilities included data modeling, creating Power BI datasets, and developing Power BI reports.
- After that, from June 2023 until the present, I have been working as a Dedicated Senior Support for the Australia and China markets. My role involves GFDR backend data migration to Serverless Synapse and ETL processes using Boomi Integration Services.
- To create a PowerBI Dataset with the required relationships, I made the necessary changes to the SQL Server Data Warehouse model and views.

- Using the created PowerBI dataset, I developed financial PowerBI reports including AP (Accounts Payable), AR (Accounts Receivable), Project and Asset Sub Ledger to Ledger Reconciliation Reports, Fixed Asset Transaction and Balance Related Reports, and Global Spend Analysis Report. These reports provided insights and analysis on various financial aspects, such as tracking payables and receivables, reconciling sub-ledger transactions with the general ledger, analyzing fixed asset transactions and balances, and performing global spending analysis. The PowerBI reports helped stakeholders gain a comprehensive understanding of financial data and make informed decisions based on the insights provided.
- Leveraged PySpark to preprocess and transform large datasets, enabling seamless integration and visualization in Power BI for comprehensive business intelligence reporting and real-time analytics.

#### Responsibilities:

- Requirement analysis
- PowerBI Report Development
- PowerBI Data Set Creation
- Manage SQL Server Views
- Provided Support for Previously Delivered Reports
- GFDR Data Migration to Serverless Synapse
- ETL Process Using Boomi
- Functional testing
- Performance testing
- Production migration

#2	Nimble Staffing Accounting Software	Since Aug 21	United States
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Team Size	1
Role	Database Architect
Technologies	SQL Server, SSRS, Data Warehouse Creation, ETL Process, Databricks

#### Project Description:

- Nimble Staffing Accounting Software provides empower to staffing business owners by delivering exceptional accounting solutions. Nimble enables actionable insights, intelligent analytics and streamlined financial information to consolidate clients accounts and finances. Multi-business owners will get comprehensive platform to run their multiple businesses efficiently.
- This is SAAS based Accounting product which provide all time of Accounting Solutions. I have excellent understand about this Accounting Business and delivered excellent reports using SSRS to view each clients P&L, Balance Sheet, General Ledger, Profitability Report, Invoice & Bill Summary, Payroll Summary, Audit Trail, AR Aging Summary, AP Aging Summary etc..
- To Improve Reporting Performance, Moved all the calculation to the batch processing(Full and Incremental), Indexed Data and Separated the report Query.
- Optimized Previous Team SQL Codes and Improved whole Application Performance
- Designed and implemented efficient ETL pipelines using Databricks, optimizing data ingestion, transformation, and loading processes for large-scale datasets, enhancing data quality and processing speed.

#### Responsibilities:

- Requirement analysis
- Accounting Business Understanding
- Query Optimization
- Batch Process Creation
- SSRS Report Creation

<b>#3</b>	<b>Netready CC</b>	<b>Since Jan 16</b>	<b>South Africa</b>
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<b>Team Size</b>	2
<b>Role</b>	Database Architect
<b>Technologies</b>	SQL Server, SSRS

#### Project Description:

- Clients can start the operations within a week of time frame. This product provides almost 40 different types of Commissions, Incentives and Recognitions which can be configured on the fly.
- This is **SAAS** based **ERP** product which is customized for different domains like **Retail** (acornkids.com South Africa, kidsbeehappy.com Scotland, umgalelo.africa South Africa) **Insurance** (Old Mutual South Africa), **Real Estate** (propertyservicebook.com South Africa), **Tourism** (Greentea.com, South Africa), **Restaurant Chain** (GoDineClub.com USA).

#### Responsibilities:

- Requirement analysis
- Database design
- TSQL Development
- Unit testing
- Integration
- Functional testing
- Performance testing
- Production migration

<b>#4</b>	<b>Cuscal Limited</b>	<b>Dec 2020 to Jul 2021</b>	<b>Australia</b>
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<b>Team Size</b>	2
<b>Role</b>	Database Architect and PowerBI Developer
<b>Technologies</b>	SQL Server, Power BI

#### Project Description:

- As per discussion with client, Analysed client business and provided plans regarding required actions to improve his reporting aspect and existing data optimization.
- Checked whole source data and Created Data Warehouse with required fact and dimension tables using Sales and Service Management Data
- Implemented ETL Process to transfer Sales & Service Management Data from Production Database to Data Warehouse
- Created a Data Model with required Relationship using Data Warehouse and created a Service Management Dashboard and Sales Dashboard using PowerBI with user friendly filters like Organisation, Resolver Officers, Sales Consultant, Brand and Sales details etc..
- For Client Usage, Deployed both Sales & Service Management Dashboard in Power BI Service.

**Responsibilities:**

- Requirement analysis
- Data Analysis
- Data Warehouse Design
- ETL Process
- Data Model Creation
- Power BI Report Creation
- Integration

#5	Radhamani Group	Feb 2020 to Nov 2020	India
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Team Size	1
Role	Data Analyst and PowerBI Developer
Technologies	SQL Server, Oracle and Power BI

**Project Description:**

- As per discussion with client, Analysed all types of available sales data(Website(MS SQL Server), Oracle(POS Sales) and Excel(Local Stores).
- Provided User Friendly Solution to migrate Excel Sales Data into MS SQL Server Database
- Checked whole source data and Created Synchronised Data Warehouse with required fact and dimension tables using given multiple source of Sales data.
- Implemented ETL Process for Oracle DB to Data Warehouse and MS SQL Server to Data Warehouse using SSIS.
- Automated all ETL Process from all source to Data Warehouse.
- Created a Data Model with required Relationship using Data Warehouse and created a Sales Dashboard using PowerBI with user friendly filters like Catagory, Brand and Sales Details etc..
- For Client Usage, Deployed Sales Dashboard in Power BI Service.

**Responsibilities:**

- Requirement analysis
- Manipulate Data from Multiple Source
- Data Analysis
- Data Warehouse Creation
- ETL Process
- Power BI Report Creation
- Integration

#6	PACT WORLD	June 2019 to Feb 2020	United States
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Team Size	1
Role	SQL and SSRS Report Developer
Technologies	SQL Server, SSIS and SSRS

**Project Description:**

- As per discussion with client, Analysed both Adpative and Production Database and Understand their NGO Data
- Design a Report Database for Award, Sub Award and Financial Ledger Transaction Reports
- Provided User Friendly Solution to migrate all country Ledger Transactions in Single Table
- Implemented ETL Process for Report Database from Adpative and Production Database
- Automated all ETL Process from both database to Reporting Database.
- Created Required Stored Procedures to make a SSRS Report
- Implemented Country Based Financial Reports, Financial Ledger Reports and Award Reports using SSRS

**Responsibilities:**

- Requirement analysis
- Manipulate Data Using Given Database
- Data Analysis
- Design a Reporting Database
- ETL Process
- SSRS Report Creation
- Integration Functional testing
- Performance testing
- Delivery

<b>#7</b>	<b>Gambit Finance</b>	<b>Apr 2019 to May 2019</b>	<b>Belgium</b>
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<b>Team Size</b>	2
<b>Role</b>	Project coordinator and Developer
<b>Technologies</b>	SQL Server and SSIS

**Project Description:**

There is a data analytics product which profiles Banking customer data for Investment Advice and Risk Management. Banking customer data from AmiCorp, CreditSussie and Common Wealth Bank are integrated according to the product requirement.

**Responsibilities:**

- Requirement Analysis
- SSIS Package Design/Development/Testing
- Integration
- Documentation
- Unit testing
- Integration
- Functional testing
- Performance testing
- Delivery

<b>#8</b>	<b>Plabable</b>	<b>June 2017 to Mar 2019</b>	<b>United Kingdom</b>
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<b>Team Size</b>	1
<b>Role</b>	Database Design & Report Creation and ETL Process
<b>Technologies</b>	SQL Server, SSIS,SSRS

**Project Description:**

This Application used to Doctors and Medical Students for their Higher Studies Exam Preparation. In this application, We need to populate lacs of Questions and their options randomly under each topics. For this application, We have provided database design and optimized all used Queries to improve site performance. We have used SSIS ETL Process to migration Questions from demo server to production server.Created basic sales report using SSRS.

**Responsibilities:**

- Requirement Analysis
- Database design
- SSRS reports Creation
- SSIS ETL Process
- Query Optimization
- Documentation
- Performance testing
- Delivery

#9	Keizencloud(ERP)	Apr 2016 to May 2017	Italy
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Team Size	2
Role	Database Design & Report Creation and ETL Process
Technologies	SQL Server, SSIS,SSRS

**Project Description:**

Keizencloud is ERP Application to manage all the business activities. In this application, We have provided long term support for all the modules database design and query optimization to improve their application performance. In this application, We have created SSRS Reports for all the account statements, User Management and Employee Management. As per admin selected options, We have provided all the reports with PDF Export option. While new version launch, We have designed and implemened SSIS ETL Process to migrate old version data from new version without any data loss. We provided database design for all phases and requirement changes.

**Responsibilities:**

- Requirement Analysis
- Database design
- SSRS reports Creation
- SSIS Package Design/Development/Testing
- Integration
- Documentation
- Delivery
- Query Optimization