## Summary of Experience

* Around 10 years of extensive industry experience in data analysis, data visualization, reporting, predictive modeling, development and Maintenanceof statistical data including data extraction and manipulation on various projects for financial, marketing and Healthcare industries using Tableau and SAS.
* Strong experience in building, publishing, customize interactive reports and dashboards, report scheduling using Tableau Desktop and Tableau Server.
* Strong understanding of advanced Tableau features including calculated fields, parameters, table calculations, row-level security, joins, data blending, and dashboard actions.
* Experience in creating forecasting reports and dashboards using Qlikview.
* Experience in building R packages, and knowledge of generics R work as well as R environments.
* Ability to effectively manipulate matrices within an R program.
* Experience in creating comprehensive marketing data models based on historic data and third party KPI’s.
* Ability to create contact engagement analysis.
* Experience in steering and leadership reporting on operational CRM strategy alignment against planned initiatives.
* Experience in SAS/BASE, SAS/SQL, SAS/MACROS, SAS/ODS, SAS/STAT, SAS/ACCESS, SAS Enterprise Guide, SAS Visual Analytics.
* Experience in creating the stories and journey for customer experience in Salesforce Marketing Cloud.
* Expert in Writing Stored procedures, functions, triggers and Views in SQL.
* Solid understanding and proficient use of various procedures like proc SQL, proc report, proc freq, proc means, proc contents, proc dataset, proc append, proc import, proc export, proc print, proc sort
* Experience with a Teradata Database environment (Large Database, Thousands of Tables and Views).
* Experience in using different relational database management systems like DB2, Teradata and Oracle.
* Have strong knowledge about drop, keep, retain, and date manipulations, formats, in formats.
* Developing, building and maintain Python code to leverage internally developed framework for developers.
* Experience in using various MS office tools for analyzing, arranging and presenting data.
* Excellent command in writing complex routines for Data Validations, Data Extraction, transformation and loading to target decision support systems using MS Excel and SAS on various environments.
* Proven skills in Data Cleansing, Data Archival, Data Migration, ad-hoc reporting and coding utilizing SAS on UNIX, Windows
* Experience in mortgage lending lifecycle, including origination, sale/servicing, default management/loss mitigation.
* Ability to develop program models for estimating loan loss levels which helps for CCAR stress testing
* Followed System Development Life Cycle (SDLC) methodology for the design, development, implementation, and testing of various SAS modules.
* Experience in creating test scenarios to find errors and confirm programs meet specifications. Program Documentation and Review.
* Experience of Microsoft Office tools like MS Access, MS word, MS PowerPoint, MS Excel, MS Visio, MS Project Management, Lotus Notes and MS Outlook.
* Experience in analysis of data using different statistical procedures.
* Experience in creating SAS programs and performed data validation on raw data sets and created data set for analysis
* Good analytical skills pertaining understanding a business domain coupled with excellent teamwork and strong communication skills.
* Strong leadership, interpersonal and oral/written communication skills
* Professional, proactive, collaborative, conscientious and results-oriented individual.

# Technical Skills

# Statistical Packages : SAS, SAS Enterprise Guide, SAS Enterprise Miner

Databases : Teradata, SQL 2008, Oracle, DB2

Languages : SAS, C, SQL, R, Python, Big Query

Visualization & Reporting : Tableau, SAS Visual Analytics, Qlikview, Business Objects,

Chartio

Other Skills : MS Office, MS Visio, Salesforce, Radian6, Quid

# Education and Certifications

* Master’s in Regulatory Affairs, Northeastern University, Boston, USA.
* Bachelors in Pharmaceutical Sciences, Tamilnadu M.G.R Medical University, Chennai, India.
* SAS Certified Base Programmer for SAS 9.

**Professional Summary**

### The New York Times– New York, NY Aug 2017 - Present

**Data Analyst**

**Responsibilities:**

* Working with cross-functional team of data analysts to design and implement business requirements into outputs such as reports, dashboards and datasets.
* Building effective dashboards that will be used for critical decision making for campaign effectiveness.
* Develop and implement ETL processes, reports and queries in support of business analytics.
* Performing Ad-hoc analysis to determine the campaign effectiveness across different channels and regions.
* Developing and optimizing PostgreSQL and SAS SQL queries.
* Working with Data warehouse team to ensure data changes were aligned with business requirements.
* Creating SAS datasets and reports for supporting Digital and Home Delivery marketing strategies.
* Utilizing Enterprise Guide and its functionality to create project flows which include data access, manipulation, summarization and report generation to a variety of output formats.
* Design and develop Visualizations, Reports and Dashboards using SAS Visual Analytics.
* Analyzing existing SAPBO reports and migrating them to SAS Visual Analytics.
* Create predictive data models by data mining and probability to forecast outcomes of digital marketing.
* Developing SAS VA reports with modeling data to assist marketers in visualizing flow and in supporting marketing strategy development.
* Design LASR reporting base tables and develop insightful visualizations using SAS VA.
* Perform data cleaning and analyzing historic data to identify best target for acquisition, determining cross-sells and preventing customer churn.
* Create reports for customer lifetime value and customer conversion paths.
* Performing Data extraction and data analysis using Big Query.

**Environment:** Tableau, R, SAS Enterprise Guide, SAS/MACRO, SAS/SQL, DBeaver, Oracle SQL Developer, Python, SAS Visual Analytics, Business Objects, Microsoft Excel, Big Query, Chartio, Windows and Unix.

### Cisco Systems- Remote Apr 2014 – Jul 2017

**Data Analyst**

**Responsibilities:**

* Building, publishing customized interactive reports and dashboards, report scheduling using Tableau Desktop and Tableau Server.
* Created action filters, parameters and calculated sets for preparing dashboards and worksheets in Tableau.
* Developing Tableau workbooks from multiple data sources using Data Blending.
* Developed Tableau workbooks to perform quarter over quarter type of analysis.
* Supporting reports throughout the Tableau migration process.
* Automate periodic excel reports into Tableau Dashboards.
* Generated dashboards with Quick filters, Parameters and sets to handle views more efficiently.
* Building dashboards for measures with forecast, trend line and reference lines.
* Developed SAS code using Macros to run recurring jobs and optimized code.
* Extensive use of Proc Means, Proc SQL, MACROS, Proc Freq, Proc Tabulate, DATA \_NULL\_, Proc Summary, RETAIN, PRXMATCH INDEX, Proc SUMMARYSELECT, Proc Tanspose.
* Performing List pulls based on business requirements to support ongoing marketing.
* Analyze contact engagement behavior based on data models and third party social media KPI’s.
* Creating campaign effectiveness dashboards in SAS VA / Tableau to drive marketing decisions.
* Performing data integrity checks and data cleaning using SAS MACROS and data steps.
* Responsible for gathering, analyzing and creating comprehensive work products documenting requirements and operational supportive components for AFM strategic roadmap.
* Partner with cross-functional teams and operational AFM leadership to ensure effective definition and realization of new capabilities and channel initiatives.
* Alignment of marketing and product strategies into AFM capability and channel improvement needs.
* Performing complex data analysis and researching new data sources using R.
* Modifying data using SAS / BASE and macros.
* Extensive application of advanced SQL joins like left join, right join, self-join and full join in every day to day activities
* Extensive use of PROC SQL to create subsets of data for further analysis.
* Familiarity with event driven programming in Python.
* Designing, building and maintaining efficient and reliable Python code.
* Creating SAS datasets by sub setting the production datasets according to the requirement from the business team.
* Extensively used Informats, formats and Indexes in creating the snapshot datasets.
* Used SAS ODS to format reports.
* Optimized SAS code to reduce run time and make the process more efficient.
* Developing SAS VA reports using VA data builder, VA Explorer, VA Designer, VA Viewer and creating custom reports in SAS VA.

**Environment:**Tableau, SAS 9.1.3/9.2, BASE/SAS, SAS Enterprise Guide, SAS/MACRO, SAS/SQL, SAS/ODS, Python, SAS Visual Analytics, Microsoft Excel,PowerPoint,Teradata,Radian6, Quid.

### [PNC](http://www.yellowpages.com/weston-fl/mip/american-express-3816186) Bank, Pittsburgh, PA Jan 2014 - Mar 2014

**Data Analyst**

**Responsibilities:**

* Developing Tableau visualizations and dashboards using Tableau Desktop.
* Analyze reports of data duplicates or other errors to provide ongoing, appropriate inter- departmental communication and monthly or daily data reports
* Monitoring shared infrastructure reporting performance, analyzing results relative to plans and forecasts
* leveraging and extending existing Business Intelligence infrastructure with metric governance
* Responsible working with CCAR data files in both Excel and Tableau.
* Loading tables and building queries as well as MS Excel functions such as vlookups and pivot tables
* Perform statistical programming to create tables, graph, listing to generate CCAR reports.
* Performing DQ check on Credit card and Home Equity CCAR stress testing models.
* Developing Python code to leverage internally developed framework that supports internal Integrated Development Environment for developers.
* Monitor for timely and accurate completion ofselect data elements. Identify, analyze, and interpret trends or patterns in complex data sets
* Generated content filters and data source filters while handling huge volume of data.
* Created Geo Coding maps with state level data for clear data visualization.
* Published workbooks by creating user filters so that only appropriate teams can view it.
* Used SAS ODS to create HTML, RTF and PDF outputs files in the process of producing reports.
* Generate statistical reports for consistency, data quality and data integrity
* Extracted, performed validation and generated SAS data sets from Teradata; applied SQL Pass through Facility.
* Used PROC compare to compare the data before and after editing
* Developed various SAS reports for Survey project and involved in code reviews for all the developed reports
* Wrote SQL Server stored procedures and functions.

**Environment:**Tableau, SAS 9.1.3/9.2, BASE/SAS, SAS Enterprise Guide, SAS/MACRO, SAS/SQL, SAS/CONNECT, SAS/ACCESS, SAS/ODS,Python, Microsoft Excel,PowerPoint,Teradata, UNIX and Windows XP.

**JP Morgan Chase & Co Columbus, Ohio June 2013 – Dec 2013**

**Data Analyst**

**Responsibilities:**

* Analyzing , developing, testing and debugging the code by using various SAS techniques like SAS SQL, SAS MACRO and system options like SYMBOLGEN, MLOGIC according to the requirements that are dynamic for meeting the need of modeling team that supports the CCAR Submission.
* Developing new code and modifying the existing complex code to extract the data from various data sources like DB2, ORACLE.
* Creating the SAS Datasets form raw data by using Proc SQL and various Joins to be available for production.
* Creating SAS datasets by sub setting the production datasets according to the requirement from the modeling team.
* Developing Tableau visuals for controls and compliance team mapping banking regulations to internal policies, standards, and processes to be used in presentations.
* Cleaning and blending multiple data sources to allow different views on application data in a single dashboard.
* Automate monthly excel reports into Tableau workbooks and Dashboards.
* Extensively used Informats, formats and indexes in creating the Snapshot datasets for CCARportfolios like Home equity.
* Providing data-analytical support on strategies for CCAR Stress testing
* Performing complex data management, mapping and query development
* Identification and integration of data from a variety of sources
* Data fetching by going against different source systems like DB2 and Oracle
* Assist with the design and development of analytic datasets

**Environment:** SAS 9.1.3/9.2, BASE/SAS, SAS Enterprise Guide, SAS/MACRO, SAS/SQL, SAS/ACCESS, Microsoft Excel, Tableau,PowerPoint, UNIX, DB2 and Oracle.

**PNC Bank,Pittsburgh, PA Sep 2011 – May 2013**

**SAS/Data Analyst**

**Responsibilities:**

* Design, implement, and maintain large SASdata mart and experience with data mapping.
* Follow Business Requirements Document (BRD) to develop codes for projects independently and be accountable.
* Design, implement, and support infrastructure providing secured access to large datasets
* Worked on ad-hoc requirements and later converted them as monthly and quarterly reports.
* Automate data load and data analysis programs with a goal of improving efficiencies across different Service lines like Credit Card, Infrastructure, Banking, Customer Care and Sales
* Converted the weekly, bi-weekly, monthly and quarterly reports from ad-hoc database to new data warehouse using SAS, SQL and Macros with better and accurate values.
* Prepare tables summarizing descriptive statistics and analyses
* Used SAS DATA \_ NULL\_ and PUT statements to create the customized reports.
* Develop new macros for report generation using SAS/Macros as per the customer’s requirements.
* Default Report output is HTML and provided the options of WORD & EXCEL formats using SAS/ODS statements.
* Used FTP to download SAS Formatted Data into EXCEL AND CSV format.
* Retrieving Millions of Records Using different Procedures.
* Used SAS PROC SQL Pass through Facility to work with Teradata database.
* Develop data mapping and transformation rules and detailed designs based on system and business requirements
* Analyze source data / file structures, technical Metadata, profile source data
* Creating ad-hoc reports.
* Understanding of Business/Risk Management concepts.
* Explain data variables and derivations to Business Analysts, reconcile month end data for key statistics.
* Prepared new datasets from raw sets files using Import Techniques and modified existing datasets using data statements such as SET, MERGE, UPDATE and PROC SORT.
* Designed, developed, tested and debugged new MACROS and modified the existing macros according to the enhancements in the business.
* Worked on edit check programs to maintain data consistency and data validation.
* Production Job Scheduling and Monthly Run.
* Using Microsoft Excel and PowerPoint skills and working knowledge of Microsoft Access.
* Performance tune the application to meet operational production requirements
* Design and code functions of the application in accordance with the standards and architectural guidelines

**Environment:**Base SAS v9.2, SAS/Macros, Microsoft Excel,SAS/SQL, SAS OLAP Cube Studio 4.2, SAS Enterprise Guide v4.2, SAS/ACCESS, SAS/STAT, Mainframes ,UNIX, Teradata

**Selvam Software, India Mar 2008– Aug 2011**

**Data Analyst**

**Responsibilities:**

* Developed programs using Base SAS & SAS/Macros to extract data from oracle tables.
* Used complex macro statements, stored processes and procedures like Proc SQL, Proc Means, Proc Freq,Proc Tabulate.
* Manage end-user expectation in the delivery of projects within agreed timelines and as per agreed quality standards.
* Perform transformations like Merge, Sort and Update etc.to get the data in required format.
* Generate Reports in user required format by using ODS and PROC Report.
* SAS data sets are validated using SAS procedures like Proc Means, Proc Frequency and ProcUnivariate.
* Independently executed standard processes, implemented predefined algorithms and corrected identified problems.
* Maintaining large data sets, i.e. reading in data from various sources in various formats to create SAS data sets and/or ASCII files.
* Reading data from different sources like .csv, excel, tab delimited files.
* Extensively used Proc Report to create complex reports.
* Created Drilldown reports using Proc Reports.
* Used Style attributes and altered formats, fonts, foreground colors, background colors in Proc Reports
* Created customized reports using compute blocks and Call Define statements.
* Created HTML and PDF reports using SAS - Output Delivery System ODS

**Environment:** SAS/BASE, SAS/STAT, SAS/SQL, UNIX, SAS/MACRO, SAS/ACCESS, SAS/CONNECT, SAS/ODS, MS Access,SQL Server 2005,DB2, Excel,PowerPoint.