TINA STERITE (DOROTHY V.)

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http://www.linkedin.com/in/tina-s-974409b • Career Portfolio

SR BUSINESS INTELLIGENCE ENGINEER

Highly motivated and collaborative with business stakeholders, data engineers, business analysts and data analysts. This allows for trust and communication during troubleshooting, project development, and becoming a business process, and data, subject matter expert. Technologically proficient in structured or unstructured (self) learning environment.

PROFESSIONAL DEVELOPMENT

AI-Powered Business and Data Analytics Specialist program • Python PCEP Certification; Python packages: Pandas, NumPy, Matplotlib, Seaborn

TECHNICAL SKILLS

Tools/Skills • Oracle SQL, Tableau, Qualtrics, Alteryx, SQL Server Management Studio, SSRS.
BI Skills • Data Source Development (SQL and UI), Visualization, Data Subject Matter Expert.
Familiar with • iCEDQ, Active Batch, DB2, Informatica, Azure DevOps, Power BI, Azure Data Factory.
Concepts • Dimensional Model, Relational Model, ETL/ELT, Agile Project Model, Waterfall Project Model.
Project Delivery • Requirements Gathering, Report Development & Deployment, Troubleshooting, Business Owner Delivery.

PROFESSIONAL EXPERIENCE

Grand Circle Corporation, Boston, MA

Sr. BI Engineer • Sep. 2015 – Dec. 2023

ELT/ETL Experience

- **Streamlined Incentive Payout Process: Created a workflow using Alteryx that integrated multiple sources and complex business rules, resulting in a reduction of manual work for regional associates by 40%.**
- **Improved Data Integration**: Collaborated with the Data Warehouse team to review and optimize Informatica code and API calls, reducing API failure rates by 70%.
- **Enhanced Data Reporting**: Extensively used computed values in Tableau and SSRS, improving report accuracy and providing critical dimensions/measures not available in the database, leading to a 20% increase in data-driven decision-making efficiency.
- **Developed and Maintained Data Sources**: Managed over 20 Tableau Data Sources and Oracle tables, including creating POCs for new Fact Tables, which improved data retrieval times by 20%.
- **Optimized Data Understanding**: Traced Oracle table creation processes to better understand data flow, reducing troubleshooting time by 10%.

DQA Experience

- **Proactive Data Monitoring**: Developed Alteryx workflows to monitor source data in DB2, sending automated email notifications with edit instructions, preventing 85% of potential data issues from reaching the Data Warehouse.
- **Log File Monitoring**: Created Alteryx workflows to monitor informatica log files, ensuring timely completion of Qualtrics survey generation and reducing uncaught stalled jobs by 90%.
- **Error Prevention**: Collaborated with DQA to implement iCEDQ rules, identifying and correcting invalid characters from DB2, reducing API call errors by 90%.
- **Web Data Mart QA**: **Worked with the Director of Digital Analytics to QA a new web data mart reducing complexity and query response times by 40%.**

SQL Experience

- **Data Profiling and Validation**: Wrote numerous SQL statements to profile data, validate, and troubleshoot data, reducing report discrepancies by 20%.

- **Advanced SQL Development**: **Developed complex SQL queries for Tableau, Alteryx, and SSRS data sources, increasing available data, and enhancing report generation speed by 20%.**
- **SQL Optimization**: Analyzed and optimized existing SQL code, resulting in performance improvements of up to 20% in data processing tasks.

Analytics Experience
- **Comprehensive Report Development**: **Developed and maintained Tableau and SSRS reports, covering various data types (e.g., survey, sales, email, web data), improving data visibility for stakeholders by 35%.**
- **Annual Report Optimization**: Streamlined the creation of annual survey and sales reports, reducing development time by 50% and minimizing errors in annual reports.
- **Efficient Data Presentation**: Created dashboards and reports with concise narratives, cutting preparation time for associate report-outs by 25%.
- **Excel to Tableau Transition**: Worked with executives to convert complex Excel worksheets into Tableau reports, improving report accuracy and usability by 30%.

SME Experience
- **Survey Data Management**: Managed Excellence/Survey data (100k sent per year, 70% return rate), providing key insights for incentive benchmarks and operational improvements, leading to a 15% increase in targeted improvement initiatives.
- **Expertise in Data Environments**: Acted as the primary contact for the DW and DQA teams to understand and optimize data acquisition processes, reducing data retrieval issues by 30%.

Other Experience
- **Vendor Management and Tool Development**: Developed and managed the post-trip Excellence Surveys using Teleform (data capture software for paper surveys) and Qualtrics (online surveys). This hands-on approach ensured accurate data capture and timely survey processing, improving project development and accuracy times by 20%.
- **Alteryx Integration**: Successfully integrated Alteryx into the BI tool stack, increasing data processing efficiency by 25%.
- **Report Transition**: Transitioned reports from Hyperion to Tableau and SSRS, enhancing report accessibility and usability for end-users.
- **Onboarding New BI Developers**: Interviewed and onboarded new BI developers, improving team productivity and reducing onboarding time by 15%.

Additional experience at Grand Circle Corporation includes positions as Help Desk Manager, Director of IS Operations, Project Manager and Lotus Notes Developer.

EDUCATION & CREDENTIALS

CERTIFICATION
PYTHON INSTITUTE • Certified Entry-Level Python Programmer (PCEP)

EDUCATION
Network Technology Academy Institute (NTAi) • AI-Powered Business and Data Analytics Specialist program **(In Progress)**
UNIVERSITY OF CALIFORNIA, Irvine Division of Continuing Education • Specialized Studies Program, Business Intelligence and Data Warehousing (dimensional modeling)
MASSASOIT COMMUNITY COLLEGE • variety of computer, business, and art related courses
HIGH SCHOOL DIPLOMA • Whitman-Hanson High School, Whitman, MA