TINA STERITE (DOROTHY V.)

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PROFESSIONAL SUMMARY

Sr Business Intelligence Engineer

Highly motivated and collaborative with business stakeholders (understand and detail metric/reporting/visualization requirements,) data engineers (collaborating on dimensional model needs, API integration, data collection/cleansing, data availability,) business analysts and data analysts (to understand more about the source of data, calculations needed, etc.); Experience developing reports and visualizations in Tableau, and in PowerBI; Solid SQL skills with the ability to write complex, and highly-optimized queries.

TECHNICAL SKILLS

Tools/Skills: Alteryx, Oracle SQL, Tableau, Qualtrics, SQL Server Mgmt Studio, SSRS.
Familiarity with: iCEDQ, Active Batch, DB2, Informatica, Python, Azure DevOps, PowerBI, Azure Data Factory.
Concepts: Dimensional Model, Relational Model, ETL, Agile Project Model, Waterfall Project Model.

PROFESSIONAL EXPERIENCE

Grand Circle Corporation, Boston, MA (August 1993 – December 2023)

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

ELT/ETL Experience
- Alteryx: created and maintained Tableau Data Sources and Oracle tables; created POCs for DW for new Fact Tables
- Traced Oracle table creation from Active Batch and Stored Procedures to better understand data
- Alteryx: created a workflow that used multiple sources and built-in, complex, business rules for incentive payouts (temporary versions for review in reporting, and final static versions in reporting for financial payout)
- Collaborated with DW on dimension and fact tables as needed for report or data source requests
- Collaborated with DW to review Informatica code, source and target files, API calls/parameters to: create new workflows; troubleshoot issues with API failures; troubleshoot issues with report data
- Used SQL Server Management Studio to review sources and stored procedures for troubleshooting report data
- Used computed values extensively in Tableau and SSRS to create calculations, to replace values, to create various date elements, to create value dependent dimensions or measures, etc.

DQA Experience
- Alteryx: created workflows to monitor source data in DB2, which would send email notifications with edit instructions, to prevent data issues flowing into the Data Warehouse
- Alteryx: created workflows to monitor informatica log files for weekly expected logs for Qualtrics survey generation which would alert the DW if not completed in expected time so that they could check for workflow errors
- Collaborated with DQA to create iCEDQ rules: for monitoring for invalid characters in DB2 which would consistently cause errors with the source json file used in API calls. We identified asciistr and regexp_like functions that we incorporated into the SQL
- Worked with the Director of Digital Analytics to QA a new web data mart created by the DW team

SQL Experience
- Wrote numerous one-off SQL statements to profile data, validate report data, create the SQL to use in Tableau data source, troubleshoot issues
- Wrote SQL for Tableau, Alteryx, SSRS data sources
- Broke down existing SQL to understand what it was doing, to troubleshoot issues, to make enhancements
- Used Tableau parameters for easier YOY maintenance of reports and for dynamic "last 5 year +" reporting

- Functions used: joins, unions, partition by, case statements, CTEs(sub-queries), group by, order by, trunc, to_char, list agg, aggregations, and numerous others (use Google extensively for syntax or to identify functions)

Analytics Experience
- Worked with associates across the globe and in the Boston office to identify reporting requirements for excellence/survey data, sales data, email data, and web data
- Created views, dash boards, reports to show results by various classifications; provided straight results, calculated results, emailed PDFs, published Tableau & SSRS reports
- Created dashboards in 1 page format with brief narrative for associates to use as report-out
- Worked with executives to transfer Excel worksheets with various Excel functions into Tableau reports

SME Experience
- Excellence/Survey data (100k sent per year, 70% return rate): the dataset and reports that provides one of the company's incentive benchmarks as well as provides worldwide business operations insights into where to focus improvements on products
- Goto person for DW and DQA for helping to identify: how source data is obtained in a green-screen RPG DB2 environment and to understand the Qualtrics environment

Other Experience
- Coordinate integration, and responsible for development, of post-trip Excellence Surveys in Teleform (data capture software, paper surveys) and Qualtrics (online surveys)
- Worked with the BI team to successfully integrate Alteryx into the BI tool stack
- Successfully transitioned reports from Hyperion to Tableau and SSRS
- Interviewed and Onboarded new BI developers

Continuously increased skills and responsibilities through a variety of positions held: Aug. 1993 – Aug. 2015
- Help Desk Manager: lead numerous efforts and managed the Help Desk team; developed the first Help Desk report using SQL and Tableau both of which was self-taught.
- Director of IS Operations: implemented an IS budgeting process, managed IS contracts and their budgets, developed reporting out of IS organization KPIs. (role was ultimately eliminated)
- Project Manager: managed and participated in a variety of projects including integration of RPG/DB2 enterprise application with Lotus Notes applications.
- Lotus Notes Developer: developed numerous applications with workflows, replacing many manual business processes; and incorporated integration to DB2 and Lawson databases.
- Travel coordinator to managing travel with vendors; to Help Desk/Executive Assistant: resolved hardware, software, print and job queue issues; and assisted in the implementation of Lotus Notes email; developed a Help Desk application in Lotus Notes.

EDUCATION

Certification

Python Institute – Certified Entry-Level Python Programmer (PCEP)

University of California, Irvine Division of Continuing Education – Certificate in Specialized Studies Program, Business Intelligence and Data Warehousing (dimensional modeling)

Massasoit Community College – variety of computer, business, and art related courses