TINA STERITE (DOROTHY V.)

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http://www.linkedin.com/in/tina-sterite • Career Portfolio

SR BUSINESS INTELLIGENCE ENGINEER / DEVELOPER

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, skilled at learning in structured or unstructured (self) learning environments.

PROFESSIONAL DEVELOPMENT

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

TECHNICAL SKILLS

Tools/Skills • Oracle SQL, Tableau, Qualtrics, Alteryx, PostgreSQL, SQL Server, 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