**Madhavi Nallapu**

7032918299 Ext:7011

sanjeev@1indus.com

**SUMMARY**

* Around 10+ years of experience in full life cycle include Design Analysis, Application Development, Implementation, Maintenance and Documentation of Data Warehouse, Data mart and Business Intelligence using OBIEE.
* Experience in implementation of Data Warehouse, BI solutions and a strong understanding of Data Warehouse Concepts, ETL, OLAP, OLTP, Star Schema, Data Modeling using Normalization, Business Process Analysis, Dimensional Data Modeling, FACT & Dimensions tables, Physical & Logical Data Modeling.
* Worked with **Live Connections, Tableau Data Extracts and Legacy Connections** in Tableau Desktop
* Proficient in Installation and configuration and Administration **of OBIEE/Tableau** and related components.
* Experience with Migration of OBIEE reports to **Tableau, setting up KPIs,** security set up
* Experience with several Visual Analysis, complex calculations, formatting options in Tableau
* Expertise in providing end-to-end business intelligence solution by configuring metadata and building Analytics Repository, dimensional modeling design, building business models using OBIEE.
* Extensive experience in designing and maintaining complex reports in canned and ad-hoc environment in OBIEE.
* Experience configuring Interactive Dashboards with drill-down capabilities using global and local Filters, Security Setup, Metadata Objects and Web Catalog Objects in OBIEE.
* Experience in administrative duties like Setting up permissions and privileges to the requests, dashboards, prompts and setting up users and groups in OBIEE.
* Good understanding of ODI architecture and experience with Topology, Security Manager, agents, Designer, Operator, Master repository and Work repository

**EDUCATION**

Bachelor of Technology in Computer Science Information Technology, April 2005

**TECHNICAL SKILLS**

**BI Tools** Tableau 8.0/9.0/9.1/10.0, OBIEE 10.1.3.x/11.1.1.7.1/12c, BI Publisher,

Business Objects XIR2/4.0, Crystal Reports

**ETL Tools** Informatica Power center 8.x, 9.x, ODI 10.1.3.5/11g/12c

**DBMS/RDBMS** Oracle 11g/10g/9i, DB2, Teradata, MS Access

**GUI Tools** Toad, SQL Developer, Rapid Sql 7.6.3, SQL Loader

**Other Tools** Primavera, JIRA

**PROFFESSIONAL EXPERIENCE**

**Verizon Telematics**

**Sr BI Developer Aug 2016 - Current**

* Meet with Business Users/Partners to discuss requirements for new reports and enhancements on existing reports.
* Coordinate with the Team Lead & the team for various complex business requirements through **SCRUM** **Agile** process.
* Document the requirements and distribution of the documents for sign-off before proceeding with development and also documenting the ongoing reporting work for future reference.
* Install all components required for development like Oracle Client, OBIEE, Informatica, DAC etc
* Implement several best practices and Oracle recommendations in OBIEE rpd for better performance and ad-hoc capabilities.
* Created CRs for deployment of rpd, catalog, Informatica Mappings, DAC Execution Plans to Prod.
* Installed Tableau on Server and local machine, configured user permissions and data security
* Developed few Dashboards using Tableau for various **ROI metrics**.
* Migrated few OBIEE Dashboard reports to Tableau and formatted filters, Parameters
* Implemented, documented best practices for Tableau report development
* Enhancement of Dashboards, filters, reports as per changing Business needs.

**Environment :** OBIEE 11.1.1.7.0,Tableau 9.1/10.0,Sql Developer, Oracle 11g, Informatica, ODI 11g/12c, DAC, Linux, Putty, Win SCP, MS Office 2013, Siebel, Hadoop, Cassandra, Microservices, JIRA

**Oracle Tax, CA**

**Sr OBIEE Consultant Sep 2015 - Mar 2016**

* Met with Business users and gathered Primavera OBIEE Requirements and involved in design sessions and UAT review sessions.
* Designed rpd to add new columns, model using opaque Views for complex Business scenarios.
* Create and grant privileges, access to Primavera and OBIEE users, reset passwords, unlock users
* Support Primavera and OBIEE Application and maintenance issues using **Weblogic, EM** and other tools.
* **Customized several existing reports and dashboards** by customizing conditional colors on Bar Graphs, align report dimensions, **Reports Links on top of page, Paging Controls** etc
* Using VNC Viewer and staretl file, added several UDF fields from Primavera to OBIEE
* Created **Import Templates in Primavera** for several Views and exported data and made updates to data and re -imported to several projects.
* Created few EPS, Projects and Primavera Views and granted access to the users appropriately.
* Created **Direct DB requests,** several analysis, dashboards, prompts, filters, **Bar charts, Pie Charts**
* **Customized reports by creating conditional formatting, bins**, filter functions, sliders in charts
* **Customized the Dashboard pages by creating sub tabs** underneath the respective dashboard pages to group each page by a Business Group.

**Environment :** OBIEE 11.1.1.7.0,Primavera R8.3,Sql Developer, Oracle 11g, ODI 11g,Unix, VNC Viewer, Putty, Win SCP, MS Office 2013, Beehive Workspace, Beehive Conferencing

**Harvard Business School, MA**

**Sr BI Developer Feb 2015 –July 2015**

* Met with Business Users/end users to discuss requirements and to gain feedback on the developed reports.
* Install all software products required for development such as Oracle DB Client, Sql Developer, OBIEE,BI Publisher Desktop, Hyperion etc.
* Extracted and documented all queries generated from existing Hyperion Reports before converting them to BIP Reports, created deployment and maintenance documents.
* Worked **on several business models and established different parameters** for a business and personalized recommendation model for Tableau.
* Developed best **visual strategies** to improve customer experience, increase revenue generation, reduce operational cost using Tableau.
* Conducted Business Research analysis and provided insights for improving efficiency for operations and Business Process Improvement in project management.
* Modeled rpd to show case the users different options to create reports and dashboards effectively and easily.
* **Formatted RTF Templates** to use Headers and Footers display BLOB Images and display data in different formats like PDF, Excel, and HTML.
* Created complex **DB Views**, PL/SQL packages with the queries extracted **from Hyperion Reports** to enable Data Model process for **BIP Reports**
* Created **complex Data Models using DB Views** built and also individual queries as needed for BIP Reports
* Developed RTF templates, Excel Templates using xml data generated after creating Data Models
* After conversion of Hyperion reports, Format the created BIP reports similar to Hyperion Reports formatting
* Set up permissions on folders and update DB connections after migration from Stage to Prod.
* Created **Go urls** for all the reports to be integrated with PDM Application and updated the urls in Database.
* Coordinated with the Application team to **integrate the BIP reports** to work from Buttons within the Application which replaced prior Hyperion Report links.

**Environment:** OBIEE 11.1.1.7.150120, BI Publisher 11.1.1.7.150120, Tableau 8.1,/9.0,Informatica Power Center 9.1.0, Java, MS Office 2010, Oracle EPM 11,Oracle 11g, DB Visualizer Pro, Sql Developer, Bugzilla, SVN source code control, SharePoint

**PEPSICO Inc, NC**

**Sr BI Consultant Oct 2011 – Jan 2015**

* Primary Lead role with support, development, maintenance of several projects, point of contact person onsite for users and other BIS teams.
* Played **a key role** in setting up project plans/schedules and **EMP/PLM documentation** for seeking e-approvals, GO-LIVE, support, defect fixes.
* Installed all components required for development like Oracle Client, Rapid Sql, OBIEE, Crystal Reports and BIP & Siebel Tools.
* Generated **Tableau dashboards** with combination of charts with different Data visualization Techniques like Tree Maps, Geo Maps, Stack Bars and Line –Graphs for Showing Trend with Dual-Axis and Data blending Technique.
* Created Custom **complex SQL Queries** to generate the data from database and used it for making Innovative and Powerful Dashboards for easy Data Visualization and Forecasting in Tableau.
* Generated and Published different Tabs Dashboards and used effective Filters like Quick filter, Action Filters, Context Filter and **Parameters, Groups and sets to handle** views more efficiently.
* Making Automation in Tableau for Showing different Portfolio Mix Analysis, Disbursement Trends and Delinquency Trend using several **calculated fields**.
* Published workbooks on **Tableau Server for Top level Management** by creating user filters so that only authorized teams can view it.
* Used Appropriate Formatting Headers, Worksheets with **different Visualization Colors, measures** etc in **Tableau.**
* The interface was built to meet the batch and real time integration needs. The ODI interfaces, packages and scenarios were in turn modified to work cohesively with the structure
* Involved in the process of migrating code including ODI packages and scenarios from development to test and to production and building migration documents
* Created several **BIP Reports** by creating rtf templates and uploading to BIP server and attaching report to list view and detail views in Siebel Application.
* Created several new reports and recreated existing **reports/dashboards/triggers/delivers/segments** in **OBIEE** with **data sources such as Oracle, DB2, Teradata, Excel.**
* **R**esponsible for Creating **Complex**and**Multi Dimensional** reports, **Master/Detail**, **Cross Tab**, **Slice and Dice**, **and Sub Queries in Crystal** with data sources such as Oracle, DB2 and Sybase.
* Deployed Crystal reports to CMC (Central Management Console) for users to view reports in Infoview and run, schedule them in PDF and Excel formats.
* Created few **Stored Procedures in Oracle and DB2 database for Pricing, configured in rpd to pass prompts through session variables from Dashboard reports in OBIEE**.
* Actively involved in **user training** and **testing** of **Crystal Reports** for final deployment. Interacted directly with the user for getting specs, draft specs and generated **Crystal reports**.
* Created several repository variables, **automated Metadata and created a dashboard for report and application metadata** enabling users to search **for columns or reports or dashboards etc.**
* Performed **several administrative tasks** like **recycling the services** on DEV, FIT servers and also **migrating** the rpd, catalogs, individual reports, filters, prompts, Marketing triggers, segments etc. from DEV to FIT.
* Setting up permissions for **Marketing Server Groups, managing Marketing jobs and Marketing defaults.**

**Environment:** OBIEE 10.1.3.4.1/11.1.1.7.1, ODI 10g/11g,BI Publisher, Crystal Reports 2008,Job Monitor, Tableau 8.0, Siebel Tools 8.1.1.5, Siebel Call Center 8.1.1.5, MS Office, Rapid Sql 7.6.3, PL/SQL, Oracle 11g, IBM DB2,Teradata 13.11,Sybase,Informatica 9.1, HP Quality Center 10.0, Autosys, Borland Star Team, SM 7,Caliber,PEPNET,PPM,Sharepoint,Windows Server 2008

**State of Georgia DHS, Georgia**

**Sr BI Developer Jan 2011 – June 2011**

* Reviewed Business Requirements Document, System Technical Specification Document, ER Diagram, Design Document Deliverable and ETL Design Specification document.
* Involved in **monitoring the saw logs** as users are being logged out of the system while accessing the dashboards randomly and raised a SR with Oracle.
* Created **DB Views, procedures, packages** to improve performance in OBIEE reports.
* Worked on **identifying data issues, mapping issues** in existing reports or mapping logic on Data warehouse, documented, came up with solutions and discussed with Deloitte team to get approval for fixing the issues.
* Worked with DBAs, ETL Developers, and Application Architects in fixing the duplicate data issue etc.
* Worked with end users, BAs in understanding the requirements and **mapped Business Elements to Data Elements** as part of new report requirements.
* Created Details, Summary, Cross-tab reports using filters, Sorting, Groupings based on different fields in**Crystal**.
* Designed and developed Crystal Reports, the Cross Tab Reports, Top N Reports for highlighting significant data, summary reports with drill-down capabilities.
* Conducted unit testing on the reports and migrated rpd, catalog from DEV to UAT and fixed issues came across during UAT.
* Applied conditional formatting to the reports, made necessary changes, **monitored the query response time**, view session logs and analyzed the queries.

**Environment:** OBIEE 10.1.3.4.1,Informatica Power Center 9.0.1, Business Objects XIR2, Crystal Reports 2008, Linux 5.3,IBM Mainframe Z/OS 11,Adobe Robo Help 7,ER Studio Data Architect 8.5, Oracle 11gR2.0.1, Toad, SQL Developer, Putty, WinSCP

**Quintiles, North Carolina**

**Sr BI Consultant May 2010 – Dec 2010**

* Created **Opaque Views, DB views in Oracle to reduce loading time, enhancing performance** of dashboard reports.
* Responsible for setting up/administering source and target connections in ODI.
* Responsible for scheduling the Scenarios to execute in serial/parallel modes to meet the data load requirement.
* Monitor the scheduled ODI jobs in PROD and apply fixes for failed ones.
* Developed reports after designing rpd, main features in reports include navigation between reports, **column selectors, report selectors, guided navigation**.
* Documented unit test cases for all reports and made a **Unit Test Case Template to execute in HP QC**.
* Tested the reports with **Siebel Dev Application**& Data store, inserted test data in Siebel
* After successful development & testing of reports on dev server, migrated catalog to test/UAT environment and tested the reports with **Siebel Test Application & Data store**.
* Worked in Integrated environment of Siebel Application where in users have access to BI Dashboards
* **Fixed Bugs & issues** raised by testing team in QC, after the issues are fixed, added comments in QC to close the tickets.

**Environment:** OBIEE 10.1.3.4.1,BI Publisher, Cognos, Adobe Dream weaver CS5**,** Siebel Tools 8.1, Siebel CTMS 8.1, MS Office, SQL Developer, PL/SQL, SQL \* Plus, ODI 10g,Oracle 11g, Toad, HP Quality Center

**Verizon Communications Inc, Texas**

**BI Developer Sep 2009 – Mar 2010**

* Interacted with the team to come up with an action plan for design, implementation, testing and maintenance of the project, reviewed design documents and data dictionary to achieve the same.
* Modeled Star Schema by creating dimension and fact tables in Data Warehouse during BOBJ to OBIEE migration.
* Configured and setup ODI, Master Repository, Work Repository, Project, Models, sources, targets, packages, Knowledge Modules, Interfaces, Scenarios, filters, conditions etc.
* Created several Interfaces to load data from flat file, tables to DWH tables respectively.
* Worked extensively with ODI Designer, operator and metadata Navigator.
* **Using Topology Manager** created database connection, physical and logical schemas.
* Used **ODI Designer** to import tables from database, reverse engineer to develop projects, and release scenarios.
* Schedule scenarios using **Agent** in Topology Manager.
* Used the Oracle Data Integrator Designer to develop processes for extracting, cleansing, transforming, integrating, and loading data into data warehouse database.
* Performed **Data Quality by using CKM** while loading data from source to target tables.
* Implemented Synchronous and Asynchronous **Change Data Capture (CDC)** techniques.
* Created several BMMs, SAs as per client requirements to enable smooth transition from BO/Crystal to OBIEE/BIP.
* Developed complex **BI Publisher Reports through DB functions, GTTs using session variables** and **integrated into OBIEE Dashboards**.
* Extensively used pivot tables and conditional formatting to meet existing report layouts in BO/Crystal.
* Performed **several administrative roles like setting up users, roles and permissions, managing catalogs**.
* **Monitored Saw log** for Server crashes or any errors and acted accordingly, **Purged Cache entries** in Answers and rpd.
* Developed several OBIEE/BIP reports, dashboards as part of migration from BO/Crystal to OBIEE and **deployed in UAT and Production**.
* **Used Stack Chart, Bar Chart, view selectors, Column Selectors, static text, narrative views, guided navigations**, and links for several summary and detailed dashboards.
* Provided dynamic cascading prompts as per client’s new requirements on organizational hierarchy.
* Created several interactive dashboards with the OBIEE/BIP reports created using the respective SAs.

**Environment:** OBIEE 10.1.3.4, Catalog Manager, BI Publisher, Business Objects XIR2, Crystal Reports XI, MS Office, SQL Developer, PL/SQL, SQL \* Plus, SQL Loader, Oracle 11i/10g, Toad, ODI 10.1.3.5, HP Quality Center

**AT & T Services Inc, Ohio**

**OBIEE Consultant June 2008 – Aug 2009**

* Created queries using add Command object in Crystal Reports XI.
* Created linked, unlinked and on-demand sub reports.
* Created various Cross-tab, Master-detail, Tabular and Summary reports.
* Created new universe and also modified existing universe for creating WebI reports.
* Created Crystal Reports using Standard, Summary, Cross Tabs, SQL, Command Objects, Selection Criteria, grouping, sub reports.

**Environment:** OBIEE 10.1.3.3, Web Catalog, BI Publisher, Informatica Power Center 8.1/7.1,DAC, Business Objects XIR2, Crystal Reports XI, MS Office, SQL Developer, PL/SQL, SQL \* Plus, Oracle 11i/10g, Toad, SQL Server 2000/2005

**Deloitte, PA**

**OBIEE Developer Dec 2007 – May 2008**

* Used Parameters, Graphics, Charts and many other features in **Crystal Reports.**
* Modified Dynamic Session Variables used for Data Visibility, Configured Security at the repository level, Catalog level & the Siebel Application level.
* Created Rich Text Format (RTF) templates to generate BI Publisher Reports and embedded them on Oracle Intelligence Dashboard.

**Environment:** OBIEE 10.1.3.3,Informatica Power Center 7.1,Business Objects XIR2,Crystal Reports XI, DAC, Oracle BI Apps 7.9.4,BI Publisher, DAC,SQL Server 2000, SQL \* Plus, Oracle 9i,Toad, XML, UNIX, Windows Server 2003

**Acumen Solutions, VA**

**Siebel Analytics Developer Sep 2005 – Nov 2007**

* Configured Siebel Analytics Repository like implementation of physical data model as per requirements, importing the tables and having the physical joins/keys required and changed the physical joins/key on the existing tables.
* Designed **Complex reports** using sub reports, manual cross tabs using **Crystal Reports** syntax with extensive usage of Local, Global, and Shared variables at report formulas.

**Environment:** Siebel Analytics 7.x/8.x, Informatica 7.x, Business Objects XIR1,Crystal Reports IX, SQL Server 2000, Oracle 8i, Windows NT