

VIJAYA HADIMANI

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SUMMARY

- Experienced BI and Data Engineering Leader with 14+ years of hands-on experience in Business Intelligence, Data Integration, Data Architecture, Cloud Services, and Enterprise Resource Planning (ERP) applications, and leading global teams across Europe and Asia to deliver impactful, scalable BI and Data solutions.
- Translating business objectives into actionable data insights for eComm., HR/People Analytics, Marketing, and Finance.
- Experience in product management, resource and sprint planning in waterfall and agile project delivery frameworks.

EXPERIENCE

Sr. Manager, BI & Data Engineering | *Western Union, San Francisco, CA*

Oct 2022 – Current

- Collaborating with business and IT teams to define user stories, lead sprint planning, and align project delivery with long-term organizational goals using Agile methodology.
- Migrated 100+ legacy IAM reports to a modern BI platform, reducing report generation time by 40%, eliminating 60+ redundant reports, and saving over 200 hours per month in manual effort and Jasper licensing costs.
- Designed and built scalable data pipelines and maintained CI/CD processes to ingest transaction data from multiple sources into the Snowflake data lake, along with transformation logic that improved query performance by 60%. Developed a semantic data layer to support Audit, HR, Workday, and EUC analytics.
- Developed executive dashboards with 70+ behavioral and risk indicators to support policy compliance and organizational performance monitoring.
- Enforced SOX-compliant data masking and privacy policies across reporting and data integration environments to minimizing risk exposure, and safeguarding sensitive information.
- Developed Policy AI Agent for instant access to compliance policies through a chatbot interface.
- Created a Confluence site to manage project documentation, track business requirements and technical designs, and lead development best practices.

BI Product Manager, Data & Insights COE | *Albertsons, Pleasanton, CA*

Oct 2020 – Oct 2022

- Product Manager for a centralized BI platform supporting eCommerce Operations, Sales Analytics, Digital Merchandising, and Marketing, enabling teams to make data-driven decisions on promotions, product performance, customer segmentation, and sales forecasting.
- Partnered with data scientists to develop predictive models for customer retention, fraud detection, order trends, and transaction analytics.
- Analyzed A/B tests using Adobe Analytics and clickstream data to evaluate UX changes, promotional campaigns, and conversion funnels, driving data-driven decisions to improve ROI on marketing spend.
- Created self-service dashboards and real-time sales KPIs using ThoughtSpot to empower sales and marketing teams, accelerating report delivery by 70% and reducing dependency on IT by 50%.
- Developed ROI dashboards to track marketing spend efficiency, empowering teams to reallocate budgets toward high-performing channels. Eliminated \$250k/Year in wasted ad spend and boosted customer engagement.
- Applied Alation for metadata governance, lineage tracking, and sensitive data handling in compliance with regulatory standards.

BI Technical Lead | *Cisco, Milpitas, CA*

Jun 2017 – Dec 2019

- Designed and deployed BI solutions for product lifecycle dashboards, testing trends, and defect tracking systems automating processes and enabling data-driven decisions for Consumer Services Group (CSG Operations).
- Integrated HPQC data into enterprise warehouse and optimized reporting DataMarts for performance.
- Migrated Cron-based job scheduling to Airflow DAGs, improving job reliability and observability.

- BI platform modernization initiatives by assessing and planning the migration from OBIEE to Power BI.

Sr. BI Engineer | TIAA CREF, Charlotte, NC

Nov 2015 – May 2017

- Developed and deployed SSIS packages for data integration from MySQL transactional databases, ensuring data quality and integrity through robust error handling and logging.
- Designed SSRS Paginated reports to monitor key metrics and make data-driven decisions.
- Re-engineered SSRS .rdl files to migrate legacy HPQC test management reports into Tableau, for improving accessibility and visualization capabilities.
- Migrated legacy Oracle BI Reports to Tableau, built semantic data layers and data blending features for self-service reporting for Finance, Vendor Analytics, Enterprise Corporate Center, and Strategic Space Planning Reports.
- Delivered dashboards for Finance and Vendor Analytics, ensured audit-readiness through reconciliation of FINRA data.
- Collaborated with UX teams to align dashboards with enterprise visual standards.

Senior Software Engineer | Accenture, Bangalore, India , Atlanta, GA

Sep 2009 – Oct 2015

- Delivered Oracle BI Apps implementations across diverse domains, including Retail, Finance, Telecom, and Insurance, for global clients such as Cox Communications, NBN, Nokia, and Telecom Italia.
- Developed Oracle EBS-based reports spanning Finance, Operations, and Marketing, supporting cross-functional analytics and performance tracking. Implemented OSS and BSS reporting systems, enabling reliable data flow and decision-making across operational and business support platforms.
- Designed operational Oracle BI dashboards for Cox Home Security installations, tracking key metrics including installation time, first-time success rate, and customer satisfaction to support performance optimization and service reliability.
- Implemented Siebel CRM for Retail, Marketing, and Customer/Call Center (ENU).
- Designed and delivered marketing and sales performance reports in Siebel Analytics (user experience and sales efficiency reports) to empower product and marketing teams in campaign management.

AREAS OF EXPERTISE

- **Core Skills:** Data Architecture, Enterprise Data Warehousing, Business Intelligence, Data Visualization, Solutions Architecture, Data Integration, Data Pipeline, Data Quality, Risk & Compliance, Data Privacy, Project Management, Product Ownership, DevOps, MLOps, and Prompt Engineering.
- **Cloud & OS Platforms:** AWS Services, Linux (Ubuntu), Windows Server
- **Database:** Snowflake, Oracle, Amazon Redshift, SQL Server, Cosmos DB, MySQL and Open Source DBs
- **Data Ingestion:** Matillion, DBT, Databricks, Airflow, Talend, SSIS, Oracle Data Integrator, and Informatica.
- **Business Intelligence:** Tableau, Power BI, SSRS, Oracle BI, Looker (Reporting + LookML Design) and ThoughtSpot.
- **Programming:** SQL, Python, Shell Scripting
- **Gen AI Tool:** Ollama, LLaMA, ChatGPT
- **Project Management, CI/CD:** JIRA, Confluence, ServiceNow, Rally, GitLab, Agile, Waterfall, Scrum, Kanban.
- **Enterprise Applications:** Siebel CRM, Oracle EBS, Oracle Marketing, Salesforce, Workday, SAP, Adobe Analytics
- **Data Governance & Security:** Alation, CyberArk, Tanium, Axonius, and SOX Audit Process

EDUCATION & CERTIFICATIONS

- Bachelor of Engineering, Computer Science, Visvesvaraya Technological University, India
- Product Management, Stanford School of Engineering
- Microsoft Power BI Data Analyst Associate
- Tableau Desktop Certified Professional
- Oracle OBIEE Architect