Bala Teja Vempati

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# PROFESSIONAL SUMMARY

Results-driven Data and Analytics Engineer with 3 years of hands-on experience in designing scalable data pipelines, developing enterprise data models, and building end-to-end analytics solutions. Skilled in SQL, ETL, data warehousing, and reporting using Tableau and Power BI. Proven success in analyzing business requirements, creating data models for both transactional and analytical systems, and delivering insights to drive informed decision-making. Strong communicator with a consultative approach to solving complex technical and business problems.

# TECHNICAL SKILLS

* **Languages**: SQL, Python, Java (basic), HTML/CSS
* **Data Tools**: Tableau, Power BI, Excel, Alteryx
* **Databases**: MS SQL Server, Oracle, MySQL, PostgreSQL
* **ETL & Modeling**: SSIS, Talend, Informatica, Snowflake, DBT
* **Concepts**: Data Warehousing, Star Schema, MDM, Data Governance, Lineage
* **Methodologies**: Agile, Waterfall, SDLC, Requirements Analysis

# WORK EXPERIENCE

**Student Manager – Northern Illinois University, DeKalb, IL**

*August 2023 – May 2025*

* Led analysis of academic service data, creating SQL-based dashboards that reduced report delivery time by 30%.
* Built relational data models using normalized schema for student service tracking and resource allocation.
* Created automated ETL scripts using Python and SQL to standardize and integrate data from multiple departments.
* Implemented Power BI dashboards for trend visualization, KPIs, and department-level summaries.
* Assisted in designing metadata structures and capturing data lineage for internal reporting systems.
* Partnered with compliance teams to ensure FERPA-aligned data handling and governance.
* Managed a small team of student analysts, delegating data tasks and reviewing SQL outputs.
* Applied statistical analysis to evaluate service utilization, improving staffing strategy by 15%.
* Designed a performance analytics module integrated with Excel macros to forecast attendance.
* Documented data flow diagrams and transformation logic for reporting and audit trails.

**Associate Engineer – CGI, Bangalore, India**

*September 2021 – January 2023*

* Developed and maintained ETL processes using SSIS to migrate and cleanse client financial data.
* Modeled star and snowflake schemas for transactional and reporting systems to support executive dashboards.
* Led requirement analysis sessions with stakeholders and translated findings into technical solutions.
* Built Power BI reports for enterprise risk metrics, reducing decision latency by 40%.
* Conducted data profiling and validation using SQL to identify anomalies and ensure accuracy.
* Collaborated with developers to integrate reporting features into web-based applications using REST APIs.
* Participated in planning and execution of a multi-terabyte data migration to Snowflake.
* Designed master data workflows and suggested improvements to MDM strategy and data quality rules.
* Created stored procedures and views to streamline complex reporting logic in MS SQL Server.
* Delivered technical documentation on ETL pipelines, lineage mapping, and recovery protocols.

# PROJECTS

* **Amazon Best Seller Software Analysis** performed data analytics on Amazon’s best-selling software dataset using Python. Conducted data cleaning, feature engineering, and exploratory analysis. Built and evaluated regression models to predict product ranking. Uncovered key insights on price, category, and review volume, enabling data-driven strategies for pricing, visibility, and performance optimization in e-commerce.
* **DATA VISUALIZATION ANALYSIS OF US SHARK TANK DATASET**, Analyzed Shark Tank US data using Tableau to identify funding trends across industries, gender, and geography. Created interactive dashboards and visualized patterns in deal success rates, equity offers, and investor behavior. Derived actionable insights to inform aspiring entrepreneurs about investor preferences and strategic pitching based on real-world venture capital data.
* **Fitness Tracking System**, Developed and managed a fitness tracking system database using SQL, enabling efficient storage and retrieval of user activity data, health metrics, and progress history. Ensured data accuracy, integrity, and scalability. Implemented queries and normalization techniques to support performance tracking, personalized insights, and reporting for enhanced user engagement and decision-making.

**EDUCATION**

**Master of Science in *Management Information Systems.* Aug 2023 – May 2025**

*Northern Illinois University Dekalb, IL*

**Bachelor of Technology in Electronics and Communication Engineering Aug 2016 – July 2020**

*KL University Vijayawada, India*