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**BI Consultant | Data Engineer | Data Modeler || ETL Tester Email:** [hanurao.n@gmail.com](mailto:hanurao.n@gmail.com)

### Profile Summary:

* With over 17 years of expertise in IT, I specialize in Data Warehousing, Data Modeling, Analytics, and ETL development. I have a strong background in designing and implementing data visualizations and ETL solutions using diverse technologies, including **Power BI, Tableau, OBIEE, SSIS, SSRS, SSAS, Informatica PowerCenter, Informatica cloud (IICS), SQL, Python, Snowflake, Azure Databricks, Azure Synapse, Microsoft Fabric and DevOps practices**
* Over 8 years of experience as a BI Developer/Architect with advanced skills in **Power BI**, focusing on creating visual reports, dashboards, KPI scorecards, **data modeling, DAX, and Power Query**.
* Expertise in **embedding Power BI** reports and dashboards into web applications for seamless analytics integration.
* Proven leadership in large-scale Power BI implementations and migrations from **Tableau, Cognos, OBIEE, and Qlik Sense to Power BI.**
* Proficient in developing and deploying Paginated Reports using **Power BI Report Builder** and **Oracle BI Publisher**.
* **Experienced PowerApps Developer:** Skilled in designing and developing custom applications using PowerApps to streamline business processes and enhance user experiences. Proficient in integrating PowerApps with Power BI for seamless data-driven applications.
* Expert in **Tableau Desktop and Tableau Server**, creating interactive dashboards, optimizing performance, and integrating data from various sources (SQL, Excel, APIs).
* Skilled in data modeling, advanced calculations (LOD, calculated fields, table calculations), and performance tuning to reduce load times and optimize **Tableau** extracts.
* **5 years** of experience with **OBIEE and OAS**, focusing on designing, developing, maintaining reports, dashboards, repository development, security implementation, and performance optimization.
* **ETL Developer with over 6 years** of expertise in executing data extraction, transformation, and loading (ETL) processes using a variety of tools, including **Informatica PowerCenter, IICS,** **Alteryx, SSIS,** and ODI.
* **5+ years** of proficiency in Azure services, especially **Data Factory, Databricks, Synapse Analytics, DevOps and Azure SQL Database**.
* Proficiency in **SQL, PL/SQL, DAX, M, Python, PySpark languages** for data transformation, visualizations and automation.
* Build Data Platform in Snowflake using python framework as an ETL tool to build Enterprise Reporting Data Warehouse on **Snowflake**.
* Experience writing complex SQL & **Snow SQL.**
* Managed and executed end-to-end **ETL testing**, validating data extraction, transformation, and loading from multiple source systems into data warehouses.
* leveraged **Microsoft Fabric** 's capability to integrate Power BI with real-time data from Azure Synapse Analytics, facilitating faster insights and more seamless reporting across the organization.
* Comfortable with agile methodologies, including **Scrum, continuous integration, and DevOps**, with onsite experience and interaction with end-users.
* Experienced in delivering business intelligence solutions across **Airline, Retail, Healthcare, Pharma and Semiconductor** industries.
* Proficient in designing data models that turn business needs into clear and efficient database structures, with expertise in **star and snowflake schemas** for robust BI reporting.
* Design and develop conceptual, logical, and physical data models using **Erwin Data Modeler** to support various business applications.
* **Certified in Power BI Exam 70-778.**

**TECHNICAL SKILLS**

* **Reporting Tools**: PowerBI, OBIEE, SSRS, Tableau, Qlik
* **Data Engineering Tools**: Databricks, Apache Spark, Azure Data Lake, Azure Synapse, PowerCenter, ADF, Alteryx, SSIS.
* **Programming Languages**: Python, PySpark, SQL
* **Cloud Platforms**: Microsoft Azure (Data Factory, Azure Databricks, Azure Blob Storage, Azure SQL Database)
* **Databases**: SQL Server, Teradata (optional), NoSQL databases
* **Data Architecture**: Data Warehousing, Data Lake, ETL/ELT pipelines
* **Orchestration & Containerization**: Kubernetes, Docker, Airflow
* **Version Control & CI/CD**: Git, Jenkins, Azure DevOps
* **Data Governance & Security**: Unity Catalog, Azure Active Directory
* **Methodologies**: Agile, Scrum
* **Other Tools**: APIs, RESTful services

**Career History**

* Program Lead, Lam Research (Dec 2021 – Present)
* Tech Lead, Infosys (Apr 2016 – Dec 2021)
* Senior Technical Consultant, Oracle India Pvt Ltd (Jul 2012 – Apr 2016)
* Senior Consultant, Capgemini India (May 2010 – Jul 2012)
* Software Engineer, ITC Infotech (Dec 2007 – Mar 2010)
* Software Engineer, KPIT Cummins (Dec 2006 – Nov 2007)

**DETAILS OF THE PROJECTS WORKED ON**

**Project:** GLS Analytics

**Client:** Lam Research, California, United States.  
**Environment:** Power BI, Tableau, SQL Server, Azure Databricks, Python, SQL  
**Role:** Program Lead  
**Duration:** Dec 2021 – Present

**Description**: - Lam Research designs and manufactures equipment for semiconductor production, including tools for applying, etching, and cleaning materials on wafers to create advanced computer chips. As a Program Lead, I developed BI solutions to:

* **Tool Utilization:** Monitor tool usage and downtime in labs.
* **Service Performance:** Track service order completion times and delays with customizable filters.
* **Wafer Tracking:** Compare wafer purchase costs to database expenses..etc.

**Responsibilities**

* Transformed and cleansed large datasets using **Python** and **Azure Databricks**, integrating the refined data into **Azure Synapse Analytics**.
* Managed and executed end-to-end **ETL testing**, validating data extraction, transformation, and loading from multiple source systems into data warehouses.
* Migrated complex **Tableau** dashboards to **PowerBI**, maintaining data accuracy and enhancing performance through optimized visuals.
* Proficient in utilizing **Power BI Desktop**, **Power Query** to create interactive dashboards, advanced data models, and actionable insights
* Implemented **row-level security (RLS)** in Power BI, ensuring data access is restricted based on user roles and permissions.
* Optimized complex **DAX** formulas to improve the performance of Power BI reports, significantly reducing loading times.
* Integrated Power BI Embedded analytics into customer-facing web applications, enabling real-time data insights for users.
* Developed custom **PowerApps applications** to automate business processes and improve operational efficiency, enhancing user productivity.
* Conducted training sessions for business users, empowering them with self-service analytics capabilities using Power BI.
* **Expert in connecting to and reading data from various sources** including **Oracle, SQL Server, Vertica, SSAS, Azure Synapse CSV files, and SharePoint.**
* **Proficient in Power BI Desktop and Power BI Mobile:** Expertise in building and optimizing reports and dashboards for both desktop and mobile platforms.

**Project:** RB Analytics  
**Client:** Reckitt Benckiser Group, UK  
**Environment:** **Azure Databricks, Snowflake, PySpark, Tableau** and **SQL**.  
**Role:** Senior Technical Consultant  
**Duration:** May 2018 – Dec 2021

Description: - Reckitt Benckiser Group plc is a global leader in consumer goods, specializing in health, hygiene, and home products. We integrate point-of-sale, sell-out, and third-party data into a centralized Snowflake cloud data warehouse. Additionally, we provide Tableau reports to the Health and Hygiene team to analyze metrics such as total contacts, complaints, comments, and CPM by source, location, product level, and time.

**Responsibilities –**

* **Designed and developed** data integration solutions to facilitate the seamless movement of data between various systems, focusing on Snowflake as the primary data warehouse.
* **Built and maintained** scalable data pipelines in Azure Databricks, ensuring efficient data flow and processing for analytics and reporting purposes.
* **Cleansed and transformed** data using PySpark in Databricks, ensuring accuracy and consistency before loading it into Snowflake.
* Developed test strategies, **test cases, and scripts** for data quality validation across ETL pipelines.
* Developed highly interactive and visually compelling dashboards using **Tableau Desktop**, enabling stakeholders to gain actionable insights from complex datasets.
* Integrated data from diverse sources such as SQL databases, Excel, Oracle and REST APIs, ensuring seamless data flow and accessibility within **Tableau**.
* Implemented Tableau Server to manage user access, permissions, and scheduling of reports, improving overall BI infrastructure efficiency.
* Optimized performance by fine-tuning data extracts, reducing load times, and improving user experience for real-time reporting.
* Utilized advanced LOD (Level of Detail) calculations and table calculations to handle complex business logic and KPIs across different business functions.

**Project:** Fastmart  
**Client:** Procter and Gamble (P&G), USA  
**Environment:** **Power BI, OBIEE 11G**, Vertica, **Alteryx**  
**Role:** Senior Technical Consultant  
**Duration:** Apr 2016 – Apr 2018

Description: The Fastmart is a major retail company in the area of providing industry with consumer insights and market intelligence. Fastmart provides customers with the most robust data available on electronic point-of-sale purchases of thousands of consumer brands sold all over the world. Fastmart also offers consumer behavior tracking through their proprietary Consumer Network household panel in the U.S. and through an alliance with Euro panel®, the leading European panel operator.

Fastmart is a free the data solution supported by new technologies like massive parallel processing Vertica columnar database will enable fast and easy access to POS data at store and banner level. A wide range of flexible reporting solutions enabling ad-hoc queries, data extractions capabilities and pre-build reports will provide competitive advantage to P&G’s selling capability with customers.

**Responsibilities:**

* Develop and automate complex data workflows using Alteryx, ensuring efficient data extraction, transformation, and loading processes.
* Enhance the performance of data pipelines by optimizing Alteryx workflows and tools, while ensuring data accuracy, consistency, and integrity throughout the ETL process.
* Used Table , Matrix , Bar, Card , Gauge , Slicers visualizations
* Worked on Custom Visualizations like multi slicer and Hierarchy slicer.
* Worked on DAX expressions like filters, Aggregate, Mathematical Functions etc.
* Implemented several DAX functions for various fact calculations for efficient data visualization in Power BI
* Created New Calculated Column and Measure using DAX Expression.
* Used transformations including Filter Aggregator and Sequence Generator.
* Migration of OBIEE codes to UAT and Production Environments.
* Designed and developed power BI graphical and visualization solutions with business requirement documents and plans for creating interactive dashboards.
* Designed expressions to calculate, group, filter, parameterize, and format report contents using Power BI
* Responsible for interaction with business stake holders, gathering requirements and managing the delivery.
* Created different types of Customized Reports (Drilldown, Aggregation) to meet client Requirements.
* Customized the user interface to give the desired look and feel.
* Service improvement like automating the reports, creating scripts, and RCA for repetitive issues.
* Interacting with the client on various forums to discuss the status of the production issues and Fixing production bugs and issues.
* Developed new Dashboards and Reports for users through OBIEE Analytics
* Creating user roles and groups in OBIEE.
* Worked with multiple data sources and cache settings in the repository.
* Migration of OBIEE codes to UAT and Production Environments.

**Project:** Apollo Analytical  
**Client:** Apollo, India  
**Environment:** **Informatica PowerCenter**, Oracle, PowerBI, Python  
**Role:** Senior Developer  
**Duration**: Jul 2012 – Apr 2016

**Description**:

Apollo Hospitals is one of Asia's largest healthcare providers, known for advanced medical facilities and comprehensive care across multiple specialties. This Power BI project helped Apollo optimize patient care by tracking clinical outcomes, improving operational efficiency (bed occupancy, doctor utilization), and enhancing financial performance. The solution provided real-time dashboards for better decision-making, enabling the hospital to improve resource management and patient satisfaction.

**Responsibilities**:

* Developed and implemented a comprehensive healthcare analytics solution using Power BI, designed to track key hospital performance metrics such as patient demographics, clinical outcomes, operational efficiency, financial insights, and patient satisfaction.
* Built an interactive dashboard to analyze Patient Demographics, tracking data such as the total number of patients by department, age, gender distribution, geographical distribution, and trends in new vs. returning patients. This enabled hospital administrators to better understand patient inflows and demographics by region and department.
* Analyzed Treatment & Clinical Outcomes, such as average length of stay (ALOS), treatment success rates, readmission rates within 30 days, and mortality rates. Created visual reports to highlight areas needing operational improvements, ensuring that critical healthcare KPIs were monitored effectively.
* Designed Operational Efficiency dashboards, leveraging DAX and Power Query to track and optimize metrics such as bed occupancy rates, patient waiting times, doctor utilization rates, and operating room utilization. These insights contributed to improving hospital workflow and patient throughput by identifying bottlenecks.
* Led Financial Insights analysis, developing revenue dashboards showing income by department (e.g., cardiology, oncology), cost per patient, insurance vs. out-of-pocket payment methods, and claims rejection rates. Provided department heads with detailed financial analysis to better control costs and maximize profitability.
* Monitored Patient Satisfaction and Feedback by integrating survey data to display Net Promoter Scores (NPS), patient satisfaction scores, and detailed feedback segmented by treatment type (surgeries, outpatient care). Implemented sentiment analysis to assess patient feedback and improve healthcare services based on real-time responses.
* Integrated Power BI dashboards into web applications, enabling doctors, hospital managers, and administrators to access real-time metrics on patient care, clinical outcomes, and hospital operations, improving decision-making and transparency across departments.

**Project:** Star Reporting  
**Client:** Cox Communications, USA  
**Environment:** Informatica Power Center 9, Oracle, Tableau  
**Role:** Senior Developer  
**Duration:** Aug 2011 – Jul 2012

**Description**:

STAR is an Oracle Incentive and Compensation (OIC) processing program and provides our markets with a standardized application for tracking sales and calculating variable pay for our sales representatives. STAR aims to develop and deploy standardized OBIEE reports to be used across the enterprise. It will replace existing reports (Combine Reports, JSP Reports) and eliminate the need for custom reporting at each market.

**Responsibilities**:

* Worked closely with Business Users, involved in discussing and gathering the analytic requirements from different user groups.
* Designed ETL processes using Informatica to Extract, transform & load data from oracle 11G to the target Oracle 11G Data Warehouse
* Performed data manipulations using various Informatica Transformations like Joiner, Expression, Lookup, Aggregate, Filter, Update Strategy, Sequence Generator
* Created sessions and workflow for designed mappings
* Extensively worked in the performance tuning of ETL Mappings.
* Used Workflow Manager for Creating, Validating, Testing and running the sequential and concurrent Batches and Sessions and scheduling them to run at specified time with required frequency
* Used workflow Monitor to monitor the performance of the Jobs
* Created and scheduled workflows using Workflow Manager
* Migrated the mapping to the testing and production department and introduced the concepts of Informatica to the people in testing department
* Extensively worked on performance tuning of the programs, ETL Procedures and processes
* Created DDL scripts for the various schemas.

**Project:** BMS Analytics  
**Client:** Bristol-Myers Squibb, USA  
**Environment:** ODI, Oracle, Siebel, OBIEE 10G, OBIA 7.9.6  
**Role:** Senior Developer  
**Duration:** May 2010 – Jul 2011

**Description**:

Bristol-Myers Squibb is a global BioPharma company firmly focused on its Mission to discover, develop and deliver innovation medicines that help patients prevail over serious diseases. In my role with BMS Analytics for Bristol-Myers Squibb, I extracted and managed data from Employee Health Systems (EHS) and Clinical Trials data systems. This included handling Employee Registration, Health Information Collection, and Ongoing Health Monitoring data, as well as managing clinical trial data related to protocols, site information, and Patient Recruitment & Enrollment. My work ensured data accuracy and compliance, supporting critical insights for ongoing projects.

**Responsibilities**:

* Perform end-to-end ETL data migration using Oracle Data Integrator (ODI), leveraging techniques such as Load Plans, Scenarios, Procedures, Packages, Mappings, and data loading from files to Oracle tables.
* Utilize extensive knowledge of Change Data Capture (CDC) and Slowly Changing Dimensions (SCD) Knowledge Modules, as well as performance tuning strategies.
* Develop and optimize complex SQL queries, stored procedures, functions, views, packages, and performance tuning in Oracle PL/SQL.
* Prepare the ETL Design Document & Unit test case documents.
* Identify the data sources that must be transported into the new system
* Validate the source data like duplicates, orphan records, mandatory columns and volume of the data.
* Design the Mappings, Session and workflows by using Informatica and Integrating with LSH.
* Configure the LSH jobs with Informatica.
* Creating reports/prompts in Answers and dashboard/links for the reports
* Integrating ETL/OBIEE objects in the LSH.
* Worked on repository Physical Data Layer, Business Model and Mapping Layer and Presentation Layer using OBI Administration Tool.
* Worked extensively on OBIEE Answers to create the reports as per the business requirements.

**Project:** CFS  
**Client:** Finnair, Finland.  
**Environment:** Informatica Power Center 8.1.1, DB2, Siebel  
**Role:** Senior Developer  
**Duration:** Apr 2009 – Mar 2010

**Description**:

Finnair receives feed back from customers for reasons both good and bad. Finnair values these feedbacks as a highly valuable input since only one of every 1000 passengers responds to their service provider (Rough estimate). These valuable feedbacks provided has to be studied and analyzed to avoid recurrence and also to provide the best of services, for this reason a negative feedback received is more valuable compared to the positive feedback because if helps the airline improve their service quality and also in their planning. In order to analyze these feedbacks, Finnair plans to introduce a reporting tool by which they can study and analyze the cause and effects of these feedbacks. The purpose of this project is to load data from Siebel systems by cleansing and arranging data in proper manner in to DB2 CFS Datamart Dimention & Fact tables which can be used to take further decision to improve the business.

**Responsibilities**:

* Designed ETL processes using Informatica to Extract, transform & load data from DB2 to the target DB2 Data Warehouse
* Performed data manipulations using various Informatica Transformations like Joiner, Expression, Lookup, Aggregate, Filter, Update Strategy, Sequence Generator
* Created sessions and workflow for designed mappings
* Redesigned some of the existing mappings in the system to meet new functionality
* Extensively worked in the performance tuning of the programs, ETL processes
* Used Workflow Manager for Creating, Validating, Testing and running the sequential and concurrent Batches and Sessions and scheduling them to run at specified time with required frequency
* Used workflow Monitor to monitor the performance of the Jobs
* Created and scheduled workflows using Workflow Manager
* Migrated the mapping to the testing and production department and introduced the concepts of Informatica to the people in testing department
* Extensively worked on performance tuning of the programs, ETL Procedures and processes
* Created DDL scripts for the various schemas

**Project:** Finnair Sales  
**Client:** Finnair, Finland.  
**Environment:** Informatica Power Center 8.1.1, DB2, Siebel  
**Role:** Senior Developer  
**Duration:** Dec 2007 – Mar 2009

**Description**:

Finnair Sales force spans across the globe, targeting various customers which includes end users like company and corporate customers, government units clubs and distribution channel management - IATA and Non IATA travel agents, tour operators. To be ahead of the competitors Finnair need to constantly monitor and analyze the performances of the sales team, the sales target and also their customer, end users and distribution channel behavior. To study these trends Finnair need to generate various reports with multiple dimensions and time variants. The purpose of this project is to enhance the existing structure of SIEBEL DATA WAREHOUSE DATA MODEL and build customize mappings based on the requirement.

**Responsibilities**:

* Understand the prebuilt mappings and design the new mapping based on the existing standards if required.
* Enhance the business logic in the prebuilt mappings.
* Involved in gathering requirements and created design documents and mapping documents.
* Made adjustments in Data Model and SQL scripts to create and alter tables.
* Developed Informatica objects - Mappings, sessions, workflows based on the prepared low level design documents.
* Involved in developing the SQLs, which are used to apply all business rules on the data before load into the target tables.
* Performed testing, knowledge transfer and provide technical support and hands-on mentoring in the use of Informatica.
* Debug the Informatica mappings and validate the data in the target tables once it was loaded with mappings
* Experience with DAC Configuration

**Project: Portfolio Analyzer**  
**Client:** George P. Johnson, USA  
**Environment:** SSIS, SSRS, SQL Server.  
**Role:** Developer  
**Duration:** Dec 2006 – Nov 2007

**Description:** George P. Johnson (GPJ) is a global leader in experience marketing, providing innovative solutions that drive audience engagement and brand activation. GPJ's comprehensive service offerings include Program Strategy, Creative, Technology, and Delivery, allowing clients to evolve their marketing strategies based on changing needs. The primary objective of this project was to extract data from various sources, such as flat files, Excel, and third-party databases, and load it into **SQL Server** using **SSIS** for streamlined data integration. Once the data was centralized and processed, **SSRS** was used to develop interactive reports and dashboards, enabling data-driven decision-making for business leaders.

**Key Highlights:**

* Developed **SSIS** packages to automate the extraction, transformation, and loading (ETL) of data from flat files, Excel spreadsheets, and third-party databases into **SQL Server**.
* Designed and deployed **SSRS** reports, including tabular, matrix, and graphical formats, providing critical insights into business performance.
* Implemented dynamic SSRS reports with drill-down functionality, using parameters and sub-reports to deliver detailed and interactive analytics.
* Optimized **T-SQL** queries to ensure efficient data retrieval for SSRS reports, supporting business intelligence initiatives and improving data accessibility.
* Streamlined ETL workflows in **SSIS**, ensuring accurate data migration and processing, which allowed for timely and reliable reporting in **SSRS**.

**Academic Qualifications**

* M.Sc. in Computer Science, Nagarjuna University, 2003
* B.Sc., Nagarjuna University, 2001