

## Chhavi Goyal

### Summary

- Full Life-cycle BI and Data warehousing projects experience starting with requirements analysis, proof-of-concepts, design, development, testing and implementation
- **Trained MicroStrategy Project Designer and Report Developer**
- Sound knowledge of **Data warehousing methodologies** and **Dimensional Modeling** like **Star schema** and **Snowflake schema**
- Thorough understanding of entire **BI Project life cycle** and onsite-offshore development processes built around agile methodology and best practices
- Strong Analytical Skills and experience in working across various sectors including **Affiliate Marketing, Hospitality Management domain, Pharma Consultancy, Health Care domain**
- Lead in designing reporting system of Gilead Sciences “**ARC Build and Deployment**”

### Technical Skills

Business Intelligence Tools	MicroStrategy 10.2, MicroStrategy 9.4.1, MicroStrategy 9.3.1, MicroStrategy 9.0.2
Data Modeling	Normalized, De-normalized, Star and Snow Flake Schemas
ETL Tool	Informatica 9.1, Talend, SSIS
Databases	MS-SQL Server 2008 R2, Oracle9i , MySQL
Internet Technologies	HTML, CSS and Java Script
Quality Assurance Tools	Selenium RC
Programming Languages	Perl, C, C++
Operating Systems	Windows 10, Windows 7, Linux (Cent OS 5.6)

### Project Profiles

#### The Advisory Board Company (Chennai)

March 2016 – Present

#### Senior MicroStrategy Developer

The Advisory Board Company is a best practices firm that uses a combination of research, technology, and consulting to improve the performance of health care organizations and educational institutions.

The company has multiple Health Care Products which are used by various hospitals for which the reporting solutions are to be made. The reporting module requirement is to build CCM reports and enhance the existing MSTR data model to fulfill future needs. The development is done using MSTR 10.2 and the responsibilities include

#### Responsibilities:

- Manage the reporting of the most used product i.e. CCM
- Design the ETL data model to fulfill reporting needs of the system
- Develop complete Ad-hoc capability for end users by using report templates
- Create/Modify reporting data model with detailed structure of tables which should be used in MSTR
- Create MSTR Architect Design to meet project reporting requirements
- Optimization of the existing code to reduce the overall refresh time
- Creation of Web Dashboards as per the requested analysis
- Managing Security by using Security Filters and Authentication options available in MSTR (esp. LDAP)
- Handling migration of the whole system to higher environments

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**ZS Associates , Gilead ARC Build and Deployment (Pune)****November 2014 – November 2015****MicroStrategy Team Lead / Architect**

Gilead Sciences, Inc. is a research-based biopharmaceutical company that discovers, develops and commercializes innovative medicines in areas of unmet medical need. Gilead's portfolio of products and pipeline of investigational drugs includes treatments for HIV/AIDS, liver diseases, cancer, inflammatory and respiratory diseases, and cardiovascular conditions.

The client has multiple work streams for which the reporting solutions are to be made. The reporting module requirement is to modify/merge TS and xKAM iPad Based Dashboards and deliver the system to 15 countries. The development is done using MSTR 9.3.1 and the responsibilities include

**Responsibilities:**

- Leading a team of 3-4 Associates responsible for developing the project deliverables
- Create/Modify reporting data model with detailed structure of tables which should be used in MSTR
- Create MSTR Architect Design to meet project reporting requirements
- Design and Develop Intelligent cubes and Cube based reports
- Creation of separate Dashboards for Business Stake Holder with minimal impact on current Project performance
- Optimization of the existing code to reduce the overall refresh time
- Creation of Dashboards for Mobile and Web as per the requested analysis
- Managing Security by using Security Filters and Authentication options available in MSTR (esp. LDAP)
- Handling migration of the whole system to higher environments

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**ZS Associates , Gilead ARC Build and Deployment – xKAM Pilot****August 2014 – October 2014****MicroStrategy Architect/Developer**

Gilead Sciences, Inc. is a research-based biopharmaceutical company that discovers, develops and commercializes innovative medicines in areas of unmet medical need. Gilead's portfolio of products and pipeline of investigational drugs includes treatments for HIV/AIDS, liver diseases, cancer, inflammatory and respiratory diseases, and cardiovascular conditions.

The client has multiple work streams for which the reporting solutions are to be made. The reporting module requirement is to create iPad Based Dashboards of the Key Account management system of France. The development is done using MSTR 9.3.1 and the responsibilities include

**Responsibilities:**

- Create reporting data model with detailed structure of tables which should be used in MSTR
- Create MSTR Architect Design to meet project reporting requirements
- Design and Develop complex dataset reports
- Design and Develop Intelligent cubes and reports based on top of it
- Creation of Dashboards for Mobile and Web as per the requested analysis
- Managing Security by using Security Filters and Authentication options available in MSTR (esp. LDAP)

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**ZS Associates , Gilead ARC Build and Deployment – TS Pilot****May 2014 – July 2014****MicroStrategy Architect/Developer**

Gilead Sciences, Inc. is a research-based biopharmaceutical company that discovers, develops and commercializes innovative medicines in areas of unmet medical need. Gilead's portfolio of products and pipeline of investigational drugs includes treatments for HIV/AIDS, liver diseases, cancer, inflammatory and respiratory diseases, and cardiovascular conditions.

The client has multiple work streams for which the reporting solutions are to be made. The reporting module requirement is to create iPad Based

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Dashboards for the Sales Reps of France. The development is done using MSTR 9.3.1 and the responsibilities include

**Responsibilities:**

- Help in reporting data model creation
- Create MSTR Architect Design to meet project reporting requirements
- Design and Develop complex dataset reports
- Creation of Dashboards for Mobile and Web as per the requested analysis
- Managing Security by using Security Filters and Authentication options available in MSTR (esp. LDAP)

**ZS Associates , ARTiS**  
**MicroStrategy Developer/QA**

**February 2014 – April 2014**

This company is a software development and consulting company providing the pharma industry with solutions to help them manage and improve the performance of their portfolios.

It has its own product called ARTiS that consists of set of MicroStrategy Reports and Documents which consolidates information mainly of Europe Pharma industry

**Responsibilities:**

- Analyzed the requirement and suggested changes in design with utmost understanding of MSTR
- Created backend tables to create mockups
- Created MSTR mockups for Mobile on 9.4.1 DEV environment
- Migrated the mockup to SIT environment
- Did changes in the design on the fly while demo
- Tested the Dashboards on Web and Mobile for formatting and functionality

**Alloso Technologies , Leading Hospitality Consulting Firm**

**December 2013 – January 2014**

**MSTR - Upgrade 9.3.1**

**MicroStrategy Developer/QA**

The MicroStrategy environment consisted of DEV, TEST and PROD Intelligence servers and corresponding Web Servers. The entire MicroStrategy 9.0.2 environment was upgraded to MicroStrategy 9.3.1.

**Responsibilities:**

- Performed impact analysis of the upgrade
- Created Project plan
- Took metadata backups for all the environments
- Documented all the I-server, Web Server and Project level settings prior to upgrade
- Installed and configured MicroStrategy Intelligence Server 9.3.1 across all environments
- Installed and configured MicroStrategy Web Server on Windows platform
- Used Integrity manager to check for integrity across environments

**Alloso Technologies , Leading Hospitality Consulting Firm**

**January 2013 – November 2013**

**Unbalanced Hierarchy (Phase I and II)**

**MicroStrategy Developer/QA**

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This company is a software development and consulting company providing the hospitality industry with solutions to help them manage and

improve the performance of their portfolios.

It has its own product called Portfolio One that consists of set of MicroStrategy Reports and Documents which consolidates information from many different Hospitality and Hotel Brand Systems

### **Responsibilities:**

- Reduced the Response time for reports and documents by tuning Performance
- Performing data validation and functionality testing
- Developed MicroStrategy Schema objects, Application objects and RSDs
- Assisted in designing Logical Data Model and Physical Warehouse Schema
- Gathered and Analyzed requirements provided by the client

### **DASHbay, Leading Analytics Solution Provider, Web Data Scraping Talend and Perl Script Developer**

**November 2012 - December 2012**

This company provides products and services for rapid data integration and analysis solutions. It uses lightweight, open source tools, cloud infrastructure, and proprietary tools and practices to deliver fast results for less money. Web scraping is data acquisition from subscribers' websites 24X7 and emailing to its client

### **Responsibilities:**

- Coordinated with the client for Requirements gathering
- Analyzed, designed and implemented Talend Solutions
- Coded Perl Scripts for different subscribers'

### **InfoCepts Nagpur, India Data Warehousing Associate**

**April 2012 - June 2012**

Successfully completed InfoCepts' three months Data Warehousing Boot Camp. The training covered following topics:

- SQL Essentials education and training
- Introduction to Data Warehousing
- Data Warehouse Design
- Data Integration
- MicroStrategy Business Intelligence Platform – MicroStrategy Certified Engineer (MCE) training. Courses: Reporting Essentials, Project Design, Advanced Reporting, Enterprise Reporting, Dynamic Enterprise Dashboards, Intelligence Server Administration, Enterprise Manager, Command Manager, Object Manager, Web Report Design and Analysis, Development Standards, and Narrowcast Server
- Consulting Skills Training including communication skills, project management, time management and client management

Project work, modeled upon actual InfoCepts' customer's applications, consisted of the analysis and development of three data warehouse/business intelligence solutions as further described below:

### **Boot Camp Project # 1 – Mobile Media View [MMV] Game Project**

The goal of this project was to restore the .bak file of the MMV Game database in the SQL Server 2008 R2 and understand the complete schema of the MMV Game and the write Query on the database to get the required results sets.

### **Exercises:**

- Understood the project requirements
- Analyzed the MMV Game Project Schema

- Generated reports using SQL Server 2008 R2
- Performed testing of generated reports

### **Boot Camp Project # 2 – Adventure Works Data Quality**

The goal of this project was to study different data quality parameters, common profiling errors and how to test and report them.

#### **Exercises:**

- Understood Business Requirements and database schema
- Studied various Data Profiling Errors
- Checked for columns susceptible to these errors
- Carried out compliance check using SQL queries in MS SQL Server 2008 R2
- Performed error logging and reporting

### **Boot Camp Project # 3 – Adventure Works ETL**

The goal of this project was to load data coming from a transactional source system comprising SQL Server Database and flat files into the Data Warehouse using Informatica 9.1.

#### **Exercises:**

- Understood the Data Warehouse Model
- Analyzed the source data
- Created source to target mapping
- Created Test Scripts/ Test cases
- Created Informatica workflows to load data to the target Data Warehouse for both initial and incremental loads

### **Boot Camp Project # 4 – Hospital Analysis Dashboard**

The goal of this project was to use the data warehouse and the metadata being provided for creating required reports and then dashboard needs to be created according to the provided mockups

#### **Exercises:**

- Created required reports on the data warehouse and the metadata which was provided
- Analyzed the requirements to be satisfied in the project
- Created the dashboard according to the requirements on MSTR Desktop
- Tested Dashboard on web to achieve required look and feel

### **Boot Camp Project # 5 – Great Outdoor [GO] Sales**

The goal of this project was to load data coming from a transactional source system comprising SQL Server Database into the data warehouse using Informatica and creating reports and custom SQL based on the requirements

#### **Exercises:**

- Understood Business Logic
- Designed Logical Data Model
- Designed Physical Warehouse Schema
- Created reports custom SQL using SQL Server 2008 R2
- Generated reports using MicroStrategy Desktop
- Tested reported on MicroStrategy Web

## **Education**

Email – chhavirrgoyal@gmail.com  
Mobile No. - +91 7387 486 026

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National Institute of Technology, Raipur