

Dipali Shah

BI Engineer

Fremont, CA - Email me on Indeed: [indeed.com/r/Dipali-Shah/097b719218e25f0a](https://www.indeed.com/r/Dipali-Shah/097b719218e25f0a)

- Around 14 years of IT experience in the business requirements analysis, design, dimensional data modeling, development, testing and implementation of business applications.
- Strong Analytical and Problem Solving skills.
- Strong experience in working with business users, business analysts, IT leads and developers in analyzing business requirements and translating requirements into functional and technical design specifications.
- Expert in developing the Business Intelligence reports/dashboards using different BI tools like Tableau, Business Objects, Crystal reports, OBIEE.
- Expert in developing ETL scripts using sql, pl/sql and ETL mapping using Informatica.
- Expert in development of applications using HTML , java, Oracle, SQL , PL/SQL.
- Hands on experience using SQL analytical functions like LEAD, LAG, RANK, COUNT, SUM.
- Very strong SQL skill.
- Expert in writing ANSI SQL.
- Very good experience in sql tuning using Explain Plan , TK*PROF , Hint utilities.
- Hand on experience writing UNIX shell scripts.
- Excellent communication skills.

Education and Training/Certification

- MCA (Master in Computer Application), Gujarat Vidyapith, India (Equivalent to MS in Computer Science).
- Oracle Certified Professional Database Administrator.
- Took Training to learn DW/BI(OBIEE).

Technical Skills

Business Intelligence : Tableau 8.1 , OBIEE , Business Objects, Crystal reports 2008

ETL : Informatica

Databases : Oracle 11g/10g/9i , Google Big Query

Languages : PL/SQL , java , HTML, Unix shell scripting, Perl

Database Tools : Toad , Visio

WORK EXPERIENCE

BI Engineer

Google - Mountain View, CA - January 2014 to Present

Responsibilities

- Working end to end in the BI area, right from requirements analysis till releasing the dashboard and production support.
- Design the data model for dashboard and reporting needs.
- Prepare data for dashboards using Oracle 11g and Google Big query.
- Design and Develop Dashboards using Tableau 8.1.
- Developed extremely complex dashboards using Tableau table calculations, quick filters, parameters and action filters.
- Used data blending feature in Tableau.
- Developed dashboards with URL and provided drill down feature for each measure.

- Developed extremely complex dashboards for Finance users which gives the in depth view of ticket volume matrix in their queue. I have also developed dashboards for managers to show the weekly and monthly ticket volume matrix and survey results.

Skills Used

Environment: Tableau Desktop 8.1 , Tableau server 8.1, Google Big query , Oracle 11g

BI Developer

Space Systems Loral - Palo Alto, CA - October 2010 to September 2013

Responsibilities:

- Coordinate with the business users to identify new data requirements, analysis and reporting mechanisms.
- Design the data model for reporting needs.
- Developed extremely complex database views in Oracle for the reports.
- Developed different kind of Charts like bar chart, line chart , pie chart etc using dimensions and measures in Tableau.
- Developed and published Dashboards in Tableau.
- Development of business intelligence reports/charts using BOE (Business Objects Enterprise) and crystal reports.
- Schedule the reports using Crystal Management console.
- Assist in design and generation of reports in timely and accurate manner.
- Design and develop reports using OLAP cubes.
- Address business intelligence queries and issues in a timely fashion.
- Modify the ETL scripts to bring the data from old legacy systems to new PLM system.
- Develop web based software applications using HTML,Java and Oracle.
- Create and customize software applications using rapid application development tools and customize the code based on the requirement.

Environment: Oracle 11g, SQL, PL/SQL, Tableau Desktop 8.0 , Tableau server 7.0 , Crystal Reports 2008, Business Objects Enterprise, HTML, Java.

ETL Developer

Wellsfargo Bank - San Leandro, CA - December 2009 to September 2010

Responsibilities:

- Work with Business to identify the requirements.
- Identify the source of data elements and prepare design document.
- Develop stored procedures, packages using pl/sql
- Translate lot of complex requirements into simple queries using sql analytical functions.
- Tune and optimize the queries using Explain Plan.
- Write shell scripts to perform various tasks.

Environment: Oracle 10g, SQL, PL/SQL, Informatica

ETL Developer /BI Analyst

Liquid Digital Media - Redwood City, CA - July 2007 to October 2009

Responsibilities:

- Work with Product manager to identify the requirements.
- Identify the source of data elements and prepare design document.
- Write the scripts using sql and pl/sql to bring the data into staging environment (Data staging) from different source databases.
- Write ETL scripts to bring the data into data warehouse.

- Develop stored procedures, packages using pl/sql
- Translated lot of complex requirements into simple queries using sql analytical functions.
- Tune and optimize the queries using Explain Plan.
- Involved in data investigations, data cleansing and reconciliation.
- Work with the business users to identify the reporting requirements and propose the solution.
- Build the database views for the reports and then generate reports using crystal report.
- Develop various reports for content providers and Walmart using crystal reports.
- Create crystal repository objects like text objects, LOVs, functions, bitmap objects etc.
- Schedule reports using crystal management console.
- Experience working with Business objects SDK (java) to perform several reporting tasks.
- Create events in crystal and schedule the reports based on the event triggered.
- Write shell scripts to perform various tasks like FTP the reports, compress the file , copy the reports etc.

Environment: Oracle 10g, SQL, PL/SQL, Crystal Reports XI

ETL Developer/Reports Analyst

Axciom - San Mateo, CA - April 2006 to June 2007

Responsibilities:

- Work with the Program Delivery Manager to identify the requirements and propose the solutions.
- Identify the source of data elements and prepare design document.
- Prepare Test Plan and get approval from the User.
- Create the materialized events view for the data warehouse.
- Create Dimensions and create hierarchy and levels for the Dimensions.
- Create Measures and maintain the rollup tables for the measures.
- Create and Maintain the Property tables/Views.
- Schedule the daily Merge Builds for the FACT tables.
- Create the export using the dimensions and measures from the cube and schedule the export.
- Create the reports, schedule the report and publish the reports.
- Development of the Stored Procedures, Functions, views etc. using PL/SQL and SQL on oracle 9i database.
- Tuning and optimizing the queries using Explain Plan.
- Extensive use of various PL/SQL components like writing and manipulating cursors, oracle exception handling, generating dynamic sql etc.

Environment: Oracle 9i, SQL, PL/SQL, Analytics Workstation

Analyst/Reports Developer

Charles Schwab - San Francisco, CA - April 2005 to March 2006

Responsibilities:

- Work with the Product Manager to identify the reporting requirements and discuss the solutions with them.
- Work with the users to get more clarification on requirement and suggest possible solutions.
- Identify the source of data elements and prepare mapping document.
- Design a data model for the system for MIS purposes.
- Prepare a design document for the requirement and discuss it with technical Lead and senior developers in the walkthrough session and get the approval.
- Develop the report code and populate the data into one table using pl/sql.
- Develop the reports using Crystal Reports.
- Write the test plan and test cases to test the report.
- Schedule the report to run it automatically.
- Deliver the data in different format like excel, pdf file, tab separated file.
- Enhancements and modifications of the existing reports.

Environment: Oracle 9i, SQL, PL/SQL, Crystal Reports 10.

Oracle Database Developer

Wells Fargo Bank - San Francisco, CA - September 2004 to November 2004

Responsibilities:

- Work with the Project Manager , Project Leader to identify the requirement and discuss the solutions with them.
- Work with the users to get more clarification on requirement and suggest possible solutions.
- Prepare a design document for the requirement and discuss it with Technical Lead and senior developers in the walkthrough session and get the approval.
- Write code based on design document and get it approved.
- Development of the Stored Packages, Functions and Procedures using PL/SQL and SQL on oracle 9i database.
- Extensive use of various PL/SQL components like writing and manipulating cursors, oracle exception handling, generating dynamic sql etc.
- Tuned and optimized the queries using tuning methods like Explain Plan, TK*Prof etc.
- Developed and modified the cron jobs and developing shell scripts to automate various tasks.
- Write the Test Plan and Test Cases and test the application.
- Bug tracking and bug fixing of the component.
- Enhancements and modifications of the existing procedures, functions , packages, triggers.

Environment: Oracle 9i, SQL, PL/SQL, Power Builder

Oracle Developer/Reports Developer

Open Harbor - San Carlos, CA - November 2003 to August 2004

Responsibilities:

- Work with the product management(PM) group to identify the product specifications and discuss the FRD(Functional Requirement Definition) with them.
- Understand the requirement based on the Functional Requirement Definition (FRD) and prepare the "Implementation and Technical Specification" (ITS) document, based on functional and technical analysis.
- Write the test plan and test cases.
- Design and development of the various simple to complex reports, based on the ITS document, using Oracle Reports 9i tool.
- Tuned and optimized the reports , queries using tuning methods like Explain Plan, TK*Prof etc.
- Developed the adhoc reports using different tools like SQL, PL/SQL, Reports Designer.
- Testing of the report using Test Cases.
- Developed and modified reports using Crystal Reports.
- Developed and modified the cron jobs and developing shell scripts to automate various tasks.
- Bug tracking and bug fixing of the reports.
- Enhancements and modifications of the existing reports , procedures , functions , packages, triggers.

Environment: Oracle 9i, SQL, PL/SQL, Oracle Reports 9i, TOAD

Sr. Oracle Developer

Arvind Mills Ltd - January 1998 to October 2001

Responsibilities:

- Design and development of major processing at the back-end through Triggers, Stored Packages, Functions and Procedures using PL/SQL and SQL on oracle 8i/9i database.
- Extensive use of various PL/SQL components like writing and manipulating cursors, oracle exception handling, generating dynamic sql etc.
- Development of the reports using Reports 2.5 / 3.0/6i

- Development of the complex forms using Forms 4.5/5.0/6i
- Extensive use of the built-in packages like DBMS_JOB, UTL_FILE, DBMS_SHARED_POOL, DBMS_SQL, DBMS_JAVA etc.
- Developed database monitoring scripts and batch processing scripts using shell scripts.
- Development of several tables, views etc. to simplify the procedure.

Environment: Oracle 8i, SQL, PLSQL, Pro*C, Sun Solaris 8.0, ERWIN, Developer 6i (Forms 6i, Reports 6i), SQL*Loader, Designer 2000, java, HTML, perl.

EDUCATION

Master in Computer Application

Gujarat Vidyapith - Ahmedabad, Gujarat

1995 to 1998

B.Sc in Chemistry

St. Xavier's College - Ahmedabad, Gujarat

1992 to 1995

SKILLS

Oracle, SQL, PL/SQL, ETL, Business Intelligence, Informatica, Unix

ADDITIONAL INFORMATION

Technical Skills:

Business Intelligence : Tableau 8.0, OBIEE, Business Objects, Crystal reports 2008

ETL : Informatica

Databases : Oracle 11g/10g/9i

Languages : PL/SQL, java, HTML, Unix shell scripting, Perl

Database Tools : Toad, Visio