# Purna Sinduja Seemakurti 919-904-4864

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#### **SUMMARY**

- Over 7 years of experience in Analysis, Design, Development, and Implementation as a **BI Developer**.
- Very strong experience in processing, analyzing large sets of **structured**, **semi-structured** and **unstructured** data and supporting systems application architecture.
- Experience in using cloud services AWS, Azure, S3.
- Experience in Data collection, Data Extraction, Data Cleaning, Data Aggregation, Data Mining, Data verification, Data analysis, full development cycle, continuous integration and continuous deployment, version control tools.
- Extensive experience in Text Analytics, developing different Statistical Machine Learning, Data Mining solutions to various business problems and generating data visualizations using **Power BI** and **Tableau**.
- Over 6+ years of experience in Machine Learning, Data Mining, Data Analysis, with large datasets of Structured and Unstructured data, Data Acquisition, Data Validation, Predictive modeling, Data Visualization.
- Skilled in Advanced Regression Modeling, **Time Series Analysis**, Statistical Testing, Correlation, multivariate Analysis, Forecasting, Model Building, Business Intelligence tools.
- Experience in designing stunning visualizations using Tableau, Power BI software and publishing and presenting dashboards, Storyline on web and desktop platforms.
- Expertise in SQL Server in constructing Tables, Joins, Indexed views, Indexes, Complex Stored procedures, Triggers, and useful functions to facilitate efficient data manipulation and consistent data storage according to the business rules.
- Experience in creating/deploying Data Transformation Services (DTS), Knowledge of Integration Services (SSIS) packages, Analysis Services (SSAS) and Reporting Services (SSRS).
- Expertise in Extraction, Transformation, loading data from Oracle, DB2, AS400, Teradata, SQL Server, Access, Excel, Flat Files and XML using DTS, SSIS.
- Experience in Cube designing in Business Intelligence Development Studio (SSAS) to edit various properties of a cube, including the measure groups and measures, cube dimensions and dimension relationships, calculations.
- Experience in Designing, Building the Dimensions, cubes with star schema, snowflakes schema using SQL Server Analysis Services (SSAS) for analyzing purpose.
- Extensive knowledge on integrating Firebase Analytics' cloud messaging, Google Ad Mobs, Push Notifications, Google Analytics used for collecting and interpreting data.

## **EDUCATION**

- Bachelor of Science in Computer Science
- Master of Science in Computer and Engineering
- Masters in business administration

## TECHNICAL SKILLS

<b>Operating</b> systems	Windows, Mac.
SQL Server Tools:	SQL Server Management Studio, Enterprise Manager, Query Analyzer, SQL Profiler, Database Engine Tuning Advisor, Business Intelligence Development Studio, SSIS, SSAS, SSRS, Data Transformation Services, Scope, Tableau, Power BI.
Databases	MS SQL Server 12.0/ 13.0, MySQL 5.7/8.0
Cloud	Google Cloud, Azure, AWS
Data	Tableau, Power BI, OBIEE
Visualization	
Web Technologies	HTML5, XML, CSS
Repositories:	GitHub, Git, Jira

	Waterfall, Agile, MS Office
Other	
technologies	

### **PROFESSIONAL EXPERIENCE:**

Client: Credit Suisse, Raleigh, NC Role: IT Data Center Service Management (AVP) Feb 2022 - Till Date

#### **Responsibilities:**

- Proficient working knowledge of Tableau, Power BI, advanced MS excel and PowerPoint presentation.
- Experienced working as a system administrator with scripting skills (Machine Learning, Python and SQL)
- Computed UNIX/Windows/Storage, Database and Data Center facilities management
- Working knowledge on Infrastructure as a Service (IaaS) model especially with Bare Metal provisioning
- Very Good understanding of IT hardware platforms and devices supporting IT environment within the enterprise data centers.
- Rich experience in Data modeling for OLTP & OLAP environment/system using ER-Studio & MS Visio.
- Working experience with Tableau, Power BI for creating reports.
- Good and expert understanding of audit, risk, and compliance disciplines
- Comfortable dealing with users with varying levels of IT knowledge
- Have principal knowledge of IaaS, PaaS, SaaS services with focus on on-prem bare metal solutions.
- Knowledge about processes around building open-source software from source code.
- Played a pivotal role in designing, implementing, and maintaining robust data pipelines using cloud native tools within Google Cloud Platform (GCP).
- Knowledge about typical windows/ Linux toolbox of open source, vendor software and automated configuration management tools
- Experience in designing and implementing Power BI reports and dashboards that utilize REST API data sources.
- Expertise in defining and overseeing **data flows and pipelines**, utilizing scripting knowledge for seamless **data import**.
- Proficient in strong data modeling techniques and experienced in data warehouse design, including dimensional modeling and data mining.
- Skilled in identifying and implementing optimal data management systems to enhance operational efficiency.
- Led a team in enhancing internal data systems, resulting in a 30% increase in efficiency through centralized processing.

- Continuously enhancing cloud proficiency, I am proactively engaging in projects within Google Cloud Platform (GCP) to align seamlessly with the role's pronounced focus on GCP-centric responsibilities.
- Strong expertise in data modeling, including creating logical and physical data models and designing star schemas for efficient data retrieval.
- Extensive experience in developing complex reports and visualizations using OBIEE, empowering users to make data-driven decisions.
- Skilled in OBIEE administration, managing user access, security, and privileges, as well as configuring data sources and troubleshooting issues.
- Strong understanding of authentication methods such as OAuth and API keys for secure access to REST APIs in Power BI.
- Experience in Designing, Building the Dimensions, cubes with star schema, snowflakes schema using SQL Server Analysis Services (SSAS) for analyzing purpose.
- Strong hands-on experience with AWS services, including but not limited to EMR, S3, EC2, route53, RDS, ELB, DynamoDB, CloudFormation, etc.
- Leveraged cloud services such as AWS and Azure to process and analyze structured, semi-structured, and unstructured data, supporting systems application architecture.
- Collaborated with cross-functional teams to deliver data-driven insights and drive business priorities.
- Translated business needs into actionable data solutions, emphasizing modern data architectures and scalability.
- Leveraged cloud services such as AWS and Azure to process and analyze structured, semi-structured, and unstructured data, supporting systems application architecture.
- Collaborated with cross-functional teams to deliver data-driven insights and drive business priorities.
- Translated business needs into actionable data solutions, emphasizing modern data architectures and scalability.
- Hands on Experience with AWS Snowflake cloud data warehouse and AWS S3 bucket for integrating data from multiple source system which include loading nested JSON formatted data into Snowflake table.
- Skilled in transforming and modeling data from REST API responses to create meaningful visualizations in Power BI.
- Knowledge of Power Query and M functions to extract, transform, and load data from REST APIs into Power BI.
- Good understanding of inventory management and capacity management
- Experience with SNOW, Nlyte and capacity management utilization tools
- Had good written and oral skills to work with senior management and global business partners.
- Understood the value of diversity in the workplace which was dedicated to fostering an inclusive culture in all aspects of working life so that people from all backgrounds receive equal treatment, realize their full potential, and can bring their full, authentic selves to work.
- Designed and implemented SSAS Tabular Cube as the reporting layer. And Used DAX scripting to access data from Tabular Model.
- Experience working on Continuous Integration (CI) and Continuous Deployment (CD) pipelines using TeamCity.

- Designed and implemented Row Level Security & Roles for SSAS Tabular Model. And deployed into SQL SERVER ANALYSIS SERVER 2016.
- Created complex SSAS Cubes with multiple fact measure groups and multiple dimension hierarchies based on the OLAP Reporting needs.
- Created KPI's, Partitions, Perspectives, and Calculated Measures, used DAX queries, Roles.
- Responsible for deploying the application for the Integration, Functional and User Acceptance Testing.
- Adheres to department, organization and industry guidelines, standards, policies, and procedures.
- Create reports in Power BI preview portal utilizing the SSAS Tabular Model via Analysis connector. Created different visualizations (Stacked bar Chart, Clustered bar Chart, Scatter Chart, Pie Chart, Donut
- Chart, Line & Clustered Column Chart, Map, Slicer, Time Brush etc.) in Power BI according to the requirements.
- Created Page Level Filters, Report Level Filters, and Visual Level Filters in Power BI according to the requirements.
- Used One Drive for storing different versions of Power BI reports.
- Published Power BI Reports in the required originations and Made Power BI Dashboards available in Web clients and mobile apps.
- Created Dashboard and the Content Pack for the originations to get the updated Power BI Reports. And added the refresh time for each tile in the dashboard.
- Used JIRA for Version Control needs, task check-ins.
- Responsible for complete maintenance and delivery of scheduled releases.

**Environment:** SSAS, SSRS, SSIS, Power BI, Tableau, Excel, SQL Server.

Client: Sogeti, Remote Role: Sr. BI Developer Dec 2021 - Feb 2022

- Worked on complex BI ecosystems and design / develop Power BI dashboards / visualizations using Azure Data Services
- Communicate design, requirements, feature set, functionality, usability, and limitations of subsystem to team and/or development lead or manager.
- Performed data analysis and derive inferences and share findings, demonstrate ability to relate to business KPIs.
- Participated in Business Requirements and Functional Requirements meetings, identified gaps in requirements and dived discussion around appropriate solutions.
- Designed and code high quality database solutions within a fast-paced sprint release cycle.
- Conducted appropriate performance testing to ensure all solutions will meet SLAs and performance criteria.
- Provided support as needed throughout Test and User Acceptance Testing phases.
- Created Technical Design Specification documentation that clearly articulates the design and code being implemented.

- Experience in Designing, Building the Dimensions, cubes with star schema, snowflakes schema using SQL Server Analysis Services (SSAS) for analyzing purpose.
- Provided client communication as appropriate to the project.
- Played a pivotal role in designing, implementing, and maintaining robust data pipelines using cloudnative tools within Google Cloud Platform (GCP).
- Collaborated with data architects, ETL developers, engineers, and BI developers to define data structures, formats, and pipelines.
- Demonstrated strong hands-on experience in Google Cloud services, including BigQuery, Dataflow, Pub/Sub, and more.
- Actively engaged with the technical community, sharing insights and perspectives on leveraging GCP cloud services.
- Translated technical specifications into finished programs and systems and had a thorough understanding of developing solutions to handle large volume data sets that are typical with BI solutions.
- Assisted in architectural design reviews and ensure technology stack selection is relevant.
  Ensured development and testing follow industry standards.

**Environment:** SSAS, SSRS, SSIS, Power BI, Tableau, Excel, SQL Server.

Client: Kimberly Clark, Remote

Role: Lead BI Developer Aug 2021 - Dec 2021

- Lead a team of four to enhance internal data systems from an inefficient data pipeline into a centralized high performing system thereby increasing efficiency 30%
- I Interfaced between cross-functional teams to understand existing problems and translating them into detailed core product requirements, and helped team prioritize tasks to work on
- Designed data discovery tools using Tableau to lead insight discovery processes for customers to identify gaps in performance.
- Developed and tracked multiple KPI's and data-driven metrics of student success and directed funders to low performing areas where investments contribute to better results and action.
- Developed data-driven dashboard designs that were easy to navigate and intuitive and provided slicing and dicing to customers, and continually improved them based on feedback.

Client: Takeda Pharmacy, Boston, MA Role: Lead BI Developer

March 2021 – Aug 2021

### **Responsibilities:**

- Translated business needs into data analysis, business intelligence data sources and reporting solutions for different types of information consumers.
- Prioritized the tasks to work on based on the product requirements by translating them and helped cross functional teams to understand the existing problems.
- Standardized and Designed methods to develop extract, transform, load (ETL) and aggregate data from disparate and messy data sources there by optimizing the data collection processes for future projects.
- Designed an automated pipeline by identifying inefficiencies in production of data products and collaborated with the team thereby saving 20% hours per month.
- Developed data driven dashboard designs that were easy to navigate and intuitive and provided slicing and dicing to customers, and continually improved them based on feedback.
- Designed and maintained a large-scale Data Warehouse from multiple sources which allowed to create visualizations on the progress of the company.
- Experienced in working with Snowflake, a cloud-based data warehousing platform, and using Python libraries such as Snowflake Connector to interact with Snowflake databases.
- Skilled in using Control-M job scheduling software to manage and automate batch processing tasks for Python applications.
- Experienced in using Python to develop ETL pipelines to extract, transform, and load data from various sources into Snowflake databases.
- Proficient in SQL and experienced in using Python libraries such as Pandas to query and manipulate data in Snowflake database.
- Scheduled and maintained nightly and weekly loads of data by creating the corresponding job tasks in the production environment that determines the flow of real time data.

**Environment:** Power BI, Excel, DAX, SQL Server.

Client: SYSCO FOODS, Houston, TX

Role: Power BI Developer Aug 2017 – Feb 2021

#### **Responsibilities:**

- Interacted with the business users for understanding the business requirements and the existing system.
- Translated business needs into data analysis, business intelligence data sources and reporting solutions for different types of information consumers.
- Created complex SQL stored procedures, Triggers, Functions, Views, Indexes in SQL Server 2016.
- Created the views in the intake-database for the MS Sales hierarchies to be used in the store procedures in staging database.

- Used Joins, correlated and uncorrelated subqueries for complex business queries involving multiple tables & calculations from different databases.
- Experienced with reporting tools, software, and other applications, including SQL Database, Tableau and Salesforce dashboards (reports designing tool) and Data warehouse.
- Created many complex Queries and used them in Power BI Reports directly to generate reports on the fly.
- Designed SQL SSIS Packages to extract data from various data sources such as Access database, Excel spreadsheet, and flat files into SQL Server 2016 for further Data Analysis and Reporting by using multiple transformations provided by SSIS such as Data Conversion, Conditional Split, Bulk Insert, merge, and union all.
- Scheduled and maintained nightly and weekly loads of data by creating the corresponding job tasks.
- Using SSIS Package identified the Up-streams and imported the required tables into the intakedatabase, Store Procedures are created in the staging database using the intake-database tables & views.
- Checking the code into TFS (Store Procedures, Views, Tables, Schema) for the deployment process for the production environment.

**Environment:** SSAS, SSRS, SSIS, Power BI, Tableau, Excel, DAX, SQL Server.

Client: New York Life, Lebanon, NY

Role: Power BI Developer Sept 2016 – Aug 2017

### **Responsibilities:**

- Implemented python script to extract data from the source system and created various modules for data cleansing, transforming, and merging.
- Be responsible for small to large sized projects, automation, task tracking, process execution and metrics for Enterprise Data Lake workloads.
- Design, build and deliver the operational and management tools, frameworks and processes for the Data Lake and drive the implementations into the Data Lake Cloud Operations team.
- Demonstrate critical thinking, analytical skills, and employ judgment to offer thoughtful, concise input toward resolutions of problems.
- Working alongside teams within the business or the management team to establish business needs.
- Performed Detailed Data Analysis (DDA), Data Quality Analysis (DQA) and Data Profiling on source data.
- Leadership skills needed to successfully promote ideas, coordinate work activities, and plan deliverables within a project team.
- Designed and Developed ETL process using Talend Platform for Big data & Even Worked on Developed ETL mappings for Staging, Dimensions, Facts and Data marts load.

- Hands on experience in AWS Cloud in various AWS services such as Redshift cluster, Route 53 domain configuration. Used AWS services like EC2 and S3 for small data sets.
- Used Cloud watch logs to move application logs to S3 and create alarms based on a few exceptions raised by applications.
- Worked on gathering business requirements from end users, developing, and maintaining Power BI Reports.
- Collaborate with cross-functional teams to help end users navigate the data and reporting to solve business problems.
- Capture business objectives and processes and design and develop a comprehensive application and solution.

**Environment:** SSAS, SSRS, SSIS, Power BI, Tableau, Excel, DAX, SQL Server