**Goutham Obulareddy**

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**PROFESSIONAL SUMMARY:**

* 14+ years of IT experience in Software Application Design, Development, Testing, Documentation and Maintenance in various domains.
* Experience in implementation of standards, processes and procedures related to application infrastructure setup, administration, security, clustering, upgrade management, monitoring, capacity planning, fail-over, and disaster recovery.
* Power BI Professional with vast of experience in Integration designing, developing, and maintaining databases/BI applications with tools SQL Server and Power BI, SSIS and SSRS.
* Prepared Dashboards and Reports in Microsoft Excel using Pivots, Charts, Advance Excel formulas and functions.
* Worked extensively on SQL server management studio, SQL server 2017/2016/2014/2012/2008R2 and tabular data modeling including MS solutions like MS EXCEL., DB2, and MS Access Database.
* Worked on and have Knowledge of all phases of Software Development Life Cycle (SDLC) such as Requirement Analysis, Design, Development, Testing, UAT, Implementation and Production support.
* Experience in working with ETL team on Data Migration using SQL and SSIS.
* Worked on Power BI using Power Query, Query Lists, Tables, Records and Cleansing and Transforming data with Power Query Editor.
* Hands-on experience in utilizing DAX functions and measures and implemented several DAX functions, which includes Aggregation, Counting, Logical and date functions for efficient data visualization.
* Extract and manage large amounts of data in multiple formats, conduct analysis and concisely and effectively communicate the findings and support decision making process at all levels within the organization.
* Translate stakeholders’ requirements into report deliverables, coordinate with multiple stakeholders to drive the requirement gathering, design, automation, testing and deployment of key reports for all parts of the division.
* Extensive experience in working with Cognos BI Tools like Impromptu, Cognos PowerPlay, Access Manager & Scheduler, Cognos Impromptu Web reports (IWR), Cognos ReportNet 1.01/1.1(Report Studio & Query Studio), Cognos Framework manager, PowerPlay Web Reports, Cognos Upfront, Distribution Shuttle Builder, Access Manager, query, Cognos Decision Stream and Cognos Migration. Designed and Analyzed Business and Technical Models.
* Created Business Intelligence (BI) Reports, OLAP solutions using Cognos since its inception.
* Sound Knowledge on Reporting using Cognos 8 Report Studio.
* Developed portal pages and dashboards using Cognos 8 Report Studio.
* Administration of Access Manager to implement Security among Cognos applications.
* Installation and Configuration of Cognos for building multidimensional Cubes.
* Provided extensive End User Training and Support.
* Extensive knowledge in various Internet related platforms with specialization in SQL, PL/SQL, HTML.
* Support 24/7 in case of severity production issues.
* Expert in automating deployment process for Cubes, MDL,Report Packages.
* Good Interpersonal communication skills and ability to work in a team.
* Worked with Business users, Created of High-Level Design Document (HLD), Business requirement document (BRD), Data Flow Diagram (DFD), Unit Test Cases, Guideline document, Best Practices and Power users for Ad Hoc reporting.
* Also, good understanding on Qlick View and Tableau (Hands on experience)
* Excellent knowledge in complete Software Development Life Cycle Process, gathering requirements, analyzing business needs, documenting business information requirements, technical designs, development, integrating, implementation and production support
* Possess excellent communication, problem solving, and documentation skills, and also work with fast paced cross functional teams.

**TECHNICAL SKILLS:**

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| Operating Systems | Windows 95/98/2000/NT 4.0, XP, UNIX |
| Reporting Tools | Cognos Analytics 12.0.1/11.1.4/11.0.10, Cognos 10.2.1, 10.1.1,8.1/8.2/8.3/8.4 BI Tools, Cognos 7.3 series, Cognos GO (Search, Office, Dashboard), Power BI, |
| Metadata Management Tool | Cognos Framework Manager Cognos Transformer. |
| ETL Tools | Informatica, Talend |
| Data Modeling Tools | ERwin 4.x |
| RDBMS/DBMS | DB 2, Oracle 8i, 9i,10g, SQL7.0/2000, PL/SQL, DB2 MS Access, TOAD. |
| Web & Application server | Java Web Server, IIS 4.0/5.0, Apache Web Server. |
| Programming Tools | SQL, PL/SQL, Redshift |

**Professional Experience:**

**Teladoc Health, Purchase, NY**

**Role: Senior Cognos / Power BI Consultant March 2018 to Present**

At Teladoc, we are driven by an unyielding commitment to clinical quality and are proud to work with our distinguished medical experts and our broad network of highly qualified telemedicine providers comprised of U.S. board-certified Dermatologists, Pediatricians, Primary Care Physicians, Psychiatrists and Therapists.

**Responsibilities:**

* Installed the latest version of Cognos 12.0.1 to create different Dashboards and worked on the Exploration and Story features.
* Created subject area wise Data Marts to created different Canned reports.
* Worked on converting jasper reports to Cognos 11.1.4
* Also worked on Power BI using DAX quries for end user analysis of different sources of data.
* Support the user community through training, system enhancement, report generation, and timely response to support calls.
* Import data from different data sources to create Power BI reports and Dashboards.
* Developed Reports, Charts, and Dashboards using Power BI Desktop and managing security based on requirements.
* Performed transformations like Pivoting, Unpivoting, and Splitting of the columns using Power Query.
* Created measures, calculated columns, relationships and performed time series analysis using DAX in Power BI
* Published reports to Power BI Service and reported the visualizations to Management.
* Created hierarchies in Power BI reports using visualizations like Bar charts, Line charts, etc.
* Worked with both live and import data into Power BI for creating reports.
* Used different types of slicers available in Power BI for creating reports.
* Experienced in creating many dashboards by pinning many visualizations in the workspace as per the insights provided.
* Experienced in Data Modeling used to define and analyze data requirements needed to support the business processes within the scope of corresponding information systems in organizations.
* Used Power BI Gateways to keep the dashboards and reports up to date.
* Experience in developing several Details, Summary reports, including line and pie charts, trend analysis reports, and sub-reports per business requirements.
* Experience in generating on-demand and scheduled reports for business analysis or management decisions.
* Used recently introduced Power BI to create self-service BI capabilities and use tabular models.
* Shared the created workspace across the organization using Power BI Apps.
* Tested, Cleaned, and Standardized Data to meet the business standards using Power Query Editor.
* Shared Power BI reports and managed workspaces in Power BI service.
* Involved in publishing and scheduled refresh of the Power BI reports as per the business requirements in Power BI Services.

Used Power BI Gateways to keep dashboards and reports up to date

* Worked on Salesforce integration team to create report for reconciliation data from Admin and Boost team.

Created a Sales Analysis Dashboard that provides a holistic view of sales performance.

* Developed interactive visualizations that allow users to slice and dice data by region, product category, and time period.
* Created different chart types and drill-down reports using Power Bi Desktop.
* Published reports and visualizations to Power BI Service and thereby created dashboards.
* Design and develop the Test scenarios in For Data analytics.
* Designed and developed operational reports using MS Power BI Desktop for various regional managers and created calculated measures and columns with DAX.
* Designed and developed the SQL Scripts for Data Dumps for other teams for business analysis.
* Developed queries from different sources using joins, sub-queries, and complex filters.
* Created views and temp tables (Staging Tables) to fetch the data.
* Managed relationships between tables in Power BI using star schema
* Enabled drill-through functionality to allow users to explore data in more detail.
* Imported data from SQL server DB to Power BI to generate reports.
* Used Power BI Gateways to keep dashboards and reports up to date.
* Experienced in designing customized interactive dashboards in Power BI using Bookmarks, Page Navigation, filters, Drill Through and Drill Down.
* Working different KPI utilization dashboards for different organization and groups levels.
* Created Contract level reports which give the utilization and performance of each contract.
* Successfully Installed, configured and supporting the Cognos Analytics 11.x on multi-server.
* Secure Cognos Connection and setup Security by assigning user to the groups and roles defined in Cognos Namespace
* Worked on the upgrade impact assessment and worked directly with IBM support team on various PMR’s to identify and analyze new identified bugs during the upgrade process and resolved the issues in Cognos Analytics 11.x.
* Planned & documented the road map for “Multi-User FM Modelling” for a large enterprise data warehouse.
* Used Control-M and Talend to burst reports and SFTP to external users.

**Environment:** Cognos 11.0.7/11.1.4, Framework Manager, Dashboards, Report Studio, MYSQL workbench, Power BI

**Macmillan Publishers, NYC, NY Aug 2015 to Mar 2018**

**Role: Senior Cognos Administrator/Developer**

Macmillan Publishers, a distinctive group of publishing companies, has a rich history in the book industry. Our companies publish a broad range of quality works—including award-winning fiction and nonfiction and inspired and much-loved children’s books. A forward-looking company, we’re dedicated to making our books available in whatever format our readers prefer, and we foster reader discussion through innovative community websites. Macmillan Publishers is committed to our authors, our employees, and to the environment.

**Responsibilities:**

* Provided best practices and processes for day-to-day operations, performance analysis, tuning and capacity planning of Cognos BI 10.2.2 / 10.1.1 solutions in operational phase.
* Responsible for overall administration, configuration, and security for the Cognos BI environments
* Managed the Multi-Dimensional Models (DMR) and Relational Models and published the packages using Framework Manager and then generated reports based on these packages.
* Performance fine-tuning - Architected and Implemented a multi-threaded solution, by leveraging the Parallel Interaction, to minimize the data-load and data-extract execution time by running multiple processes in the same time, worked on converting impromptu reports to Cognos 10.2.1.
* Production Support for Macmillan Trade and Warehouse Management team with all the requirements and enhancements.
* Created reconciliation reports to compare SAP Loads and Vista loads and created dashboard for salesforce realignment project.
* Performed Quality Assurance testing on software upgrades, scripts and fixes before they were implemented into the production systems.
* Work with IBM on debugging/trouble-shooting incidences and ticket resolution
* Installed Cognos 11.0.7 in the sandbox for testing purpose (POC).

**Environment:** Cognos 11.0.7/10.2.1, Framework Manager, Workspace advance, Report Studio, Query Studio, Oracle 11g, Asana.

**BDP International, Philadelphia, PA Sep 2014 to Aug 2015**

**Role: Senior Cognos Developer**

Privately owned and operated for more than 47 years, with an enduring vision to deliver the finest logistics and transportation service experience in the world. We continue to pursue that same vision in today's complex, uncertain world, working every day to earn our customers’ trust. A more passionate brand of service you would expect from a family-owned enterprise. Trust the accountability.

**Responsibilities:**

* Production Support for Various Teams with all the requirements and enhancements
* Tested 10.1.1 Vs 10.2.1 environment using Cognos Lifecycle manager
* Upgraded Cognos 10.1.1 to Cognos 10.2.1
* Worked on East/West Coast congestion Dashboard Report
* Worked on the Mobile reports and Active reports so the sales team can present the dashboards using IPAD.
* Created Technical documents for the upgrade process.

**Environment:** Cognos 10.2.1/10.2.1, Framework Manager, Workspace advance, Report Studio, Query Studio, Oracle 11g,

**Embelm Health, New York City, NY Dec 2011 to Sep 2014**

**Role: Senior Cognos Developer**

Conversion of ICD9 (International Classification of Diseases) codes to ICD10 codes, according to the ICD-10 includes far more codes than ICD-9 (142,000 vs. 18,000), and the new codes are more detailed than the former. This means that adopting ICD-10 involves more than a simple swap of codes. It also has business and financial implications for the health care industry.

**Responsibilities:**

* Gathered Requirements from the Business users.
* Created the inventory of all the BI objects using ICD9 codes (like reports, cubes, framework models and packages).
* Worked with the ETL and Database team to coordinate the changes and adopt those changes in the BI objects.
* Upgraded Cognos Impromptu MR7.3 and Cognos 8.4 versions to Cognos 10.2.1 version.
* Exported the whole Cognos 8.4 content store to Cognos 10.2.1 and make all the changes to work properly in the Cognos 10.2.1 portal.
* Converted BO reports to Cognos 10.2.1 Version
* Worked extensively on Cognos Workspace Advance for adhoc reporting for users.
* Converted the Enterprise Catalog to Various framework models and published different packages for adhoc capabilities to users.
* Automated the Cube refresh process for the month data loads using windows scripting.
* Also created the Technical Document for all the new objects created in the new environment.
* Involved in Performance tuning Of the Cube Build Time.

**Environment:** Cognos 7.3/8.4/10.2.1, Framework Manager, Transformer, Power Play Studio, Workspace advance, Cube designer, Oracle 11g,

**General Electrical, Stamford, CT** **Nov 2010 to Dec 2011**

**Role**: **Senior Cognos Developer**

The objective is to develop a reporting solution to determine the accounting impact from implementing the functional currency simplification (FCS) project.

**Responsibilities:**

* Gathered Requirements from the Business users.
* Coordinated between the Data Architect and Business users to convert business requirements to technical specifications.
* Involved in creating the Framework Model for FCS from Scratch.
* Created Different types of Report Templates for Users.
* Maintained Cognos application in Linux environment.
* Built 21 reports for Users analysis, which contain number of List and Cross Tab reports.
* Also documented reporting needs and BI Standard process
* Created Unit Test Plans and System Integration Tests (SIT’s) for Users.
* Have a Look and feel of Cognos 10.

**Environment:** Cognos 8.4/10, Report Studio, Framework Manager, Query Studio, Analysis Studio, Metrics Studio, Oracle 10g, Informatica Power center.

**Alliant Energy, Madison, WI Mar 2009 to Sep 2010**

**Role: Cognos Developer**

Alliant Energy is a utility company supplies power to Minnesota, Iowa and Wisconsin. In this Project Cognos is front end and People soft is the back-end. This is a Data Warehouse Conversion Project where all the Cubes will have Framework Model and Transformer model instead of Iqd’s.

**Responsibilities:**

* Gathered Requirements from the Business users.
* Detailed analysis of the Model and Cubes with Data modeler and ETL developers.
* Developed Framework Models and Transformer Models.
* Created reports and Cube views using Content store Packages.
* Created Power Play reports For Bursting.
* Build security at the report level based on the User Group.
* Involved in the Migration from Dev to Test, QA and Prod.
* Involved in Performance tuning Of the Cube Build Time.
* Involved in creating 7 Cubes various Divisions.
* Created Unit Test Plans and System Integration Tests (SIT’s) for Users.
* Involved in On-call (Production Support)
* Trained in the 3rd party application Vantage applications for custom Maps and Charts.
* Also documented reporting needs and BI Standard process.

**Environment:** Cognos 8.2/8.4, Report Studio, Framework Manager, Query Studio, Analysis Studio, Metrics Studio, Oracle 9i.

**EDUCATION:**

* MS in Electrical Engineering from University of Bridgeport 2007-2008
* B-Tech in Electrical Engineering from JNTU Hyderabad 2002-2006