**SRI HARSHITHA**

**SR BI CONSULTANT**

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**SUMMARY:**

* Good **10 years of experience** in Analysis, Design, Development, Administrating, Implementation and Testing of Client/Server Applications and Business Intelligence projects in different domains like banking and financial as a SQL/BI Developer & Data Analyst role.
* Extensive experience working with Tableau Server, Tableau cloud, Tableau Online, Tableau Mobile, Tableau Public, Tableau Reader.
* Expert in T-SQL. Strong technical knowledge in Creating Databases, SQL Scripts, Complex stored procedures, Triggers, Indexes, Cursors, various constraints, views, function, variables.
* Experienced in Extracting, Transforming and Loading the data using SSIS in SQL Server 2018/2017/2016/2012/2008 and DTS (Data Transformation Services) in SQL Server.
* Expertise in Microsoft Business Intelligence tools (BIDS) like SQL Server Integration Services (SSIS), SQL Server Analysis Services (SSAS) and designing reports using SQL Server Reporting Services (SSRS).
* Involved in Requirement gathering & designing Power BI applications by using Agile Methodology.
* Worked on creating a custom extension for input and output data retrieval from spreadsheet.
* Experience creating visualizations using Bar graphs, Areas, Lines and Pies, Maps, Scatter plots, Gantt charts, Bubbles, Histograms, Bullets, Heat maps, Box and Whisker Plots, highlight tables, and making use of Calculated fields, Actions, Parameters, Sets, Quick, and Context filter according to the end user requirement.
* Skilled professional with good experience as a Data Analyst in the banking and financial industry supporting retail banking, insurance, mortgage, governance, risk and marketing teams.
* Worked on several interactive dashboards with filtering, highlighting, ability to combine multiple data sources, fast creation by a business user, easy sharing with support for existing security using several visual analysis best practices.
* Responsible for designing, building, and testing workflows in Alteryx and involved in data preparation, data blending, and the creation of data models, data sets using Alteryx.
* Designed the architecture of Tableau security by customizing the access levels and creating various user groups by assigning row and column level security at application level, folder level and user level.
* Expertise in Tableau using various versions 2022.X, 2021.X, 2020.x, 2019.x, 2018.x,10.x,9.x,8.x
* Expertise with performance tuning for the Tableau Visualizations and Tableau server.
* Experience with ETL and BI Dashboard tools, such as Talend, Informatica, Tableau, Power BI, Looker, etc.
* Provided Data warehousing architecture by writing SQL query code based on detailed requirements provided by the marketing group.

**EDUCATION**

Bachelors in Computer Science from JNTU-2011

Masters in Computer Science from University of North Texas US-2013

**TECHNICAL SKILLS**

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| --- | --- |
| Business Intelligence | Tableau Desktop, Tableau Server, Tableau Online,  Power BI, Alteryx, Micro Strategy |
| Languages | SQL, C, C++, Java script, PL/SQL, T-SQL, HTML |
| ETL/Reporting Tools | SSAS, SSIS, DTS, R Studio, SQL Server Reporting Services (SSRS), Crystal Reports |
| Operating Systems | Windows 98/XP/7, Vista,7, Unix, Linux |
| Cloud Technologies | AWS, Azure, GCP, Redshift |
| Other tools | ETL, Looker, Data Warehouse, Teradata, Snowflake, Informatica, OLAP,  Oracle SQL Developer, MS Office, MS Power point, MS Excel, MS Word, Jira,  Bitbucket, Azure DevOps, Team Foundation Server. |

**PROFESSIONAL EXPERIENCE:**

**JOHNSON&JOHNSON, ARLINGTON, TX JAN 2022 - CURRENT**

**SR. BI CONSULTANT**

**PROJECT DESCRIPTION:** As a Tableau developer Johnson & Johnson, my role will be pivotal in enhancing the company's data-driven decision-making processes, particularly in the context of supply chain optimization. This project aims to leverage expertise to develop advanced data analytics and visualization solutions to drive efficiency, reduce costs, and improve overall supply chain performance.

**RESPONSIBILITIES:**

* Developed visually engaging Tableau dashboards and reports that provided key stakeholders at Johnson & Johnson with real-time insights into sales, marketing, and supply chain performance.
* Designed interactive dashboards, heat maps, trend analyses, and drill-down reports to facilitate data exploration and decision-making.
* Collaborated closely with Johnson & Johnson's supply chain team to understand their data requirements and developed interactive Tableau dashboards to visualize key performance indicators (KPIs), inventory levels, demand forecasting, and production schedules.
* Designed user-friendly and intuitive dashboards, allowing stakeholders to monitor and analyze supply chain metrics in real-time, enabling quick decision-making.
* Collaborated with cross-functional teams to gather data requirements, transforming complex datasets into user-friendly visualizations.
* Designed and developed ETL workflows and datasets in Alteryx.
* Developed predictive models for demand forecasting, inventory optimization, and supply chain efficiency improvements.
* Analyzed cost drivers within the supply chain and identified cost-saving opportunities using data visualization and data-driven insights.
* Used extract API and Rest API and designed custom data source connection using Python
* Worked on troubleshooting of the entire claim, financial processing issues with all the providers.
* Creating test data using existing enrollment and financial claims applications.
* Participated in writing SQL queries for Data Loading along with the databases team
* Led data integration efforts by working closely with IT and data engineering teams to ensure data accuracy, consistency, and completeness.
* Implemented data cleansing processes, resulting in improved data quality and reliability for reporting and analysis.
* Implemented role-based security to control access to sensitive data within Tableau dashboards.
* Created automated data pipelines to streamline data extraction and transformation.
* Built multi-function readmission reports using python pandas and Django frame work.
* Worked on latest Tableau versions of 2022.x and 2023.x for creating dashboards.
* Used Python inside calculated fields to do predictive modeling in tableau.
* Implemented Tableau BI Dashboard reporting solution for different groups in the organization.
* Designed and developed dashboards based on the client 's requirements in timely manner.
* Data pre-processing, splitting the identified data set into training set and Test set.
* Used Tab-PY to enhance the visual experience of users in dashboards.
* Used Alteryx for Data Preparation and then Tableau for Visualization and Reporting.
* Performed data wrangling to clean, transform and reshape the data utilizing panda’s library.
* Validated already developed python reports. Fixed the identified bugs and re-deployed the same.
* Data management and metadata reporting done using Informatica ETL tool
* Executed SQL queries to identify and manage to eliminate Duplicate and Improper data that would load into the RDBMS via ETL.
* Developed Designed and Supported Interactive dashboards, reports and exception Reports in Tableau.
* Reviewing System Requirements to define testing scope for various levels of testing (Functional, System, Regression, and UAT).
* Building, publishing customized interactive reports and dashboards, report scheduling using Tableau server.

**OPTUM-UHG, EDEN PRAIRIE, MN NOV 2019 – DEC 2021**

**BI CONSULTANT**

**PROJECT DESCRIPTION**: At Optum-UnitedHealth Group (UHG), Played crucial role in leveraging data visualization to improve healthcare analytics and decision-making processes. This project focuses on utilizing Tableau's capabilities to enhance the understanding of healthcare data, streamline reporting, and drive actionable insights for better patient care, cost management, and overall operational efficiency.

**RESPONSIBILITIES:**

* Designed and developed user-friendly Tableau dashboards that enable healthcare professionals to easily explore, analyze, and visualize patient data, clinical outcomes, and operational metrics.
* Created visualizations that track clinical performance metrics, including patient outcomes, treatment effectiveness, and adherence to best practices.
* Developed dashboards for financial analysts and decision-makers to monitor healthcare costs, revenue, and billing accuracy.
* Applied advanced analytics techniques within Tableau to build predictive models for patient risk stratification, readmission prediction, and resource allocation.
* Strong understanding of the principles of Data warehousing, Fact Tables, Dimension Tables, Dimensional modeling.
* Implemented dashboards and reports that assess patient engagement, satisfaction, and care utilization to identify areas for improvement.
* Set up tableau data sources and refresh schedules in Tableau server.
* Played many key roles in this project like Developer, Analyst, Level 3 (L3) support.
* Processed data in Alteryx to create TDE for tableau reporting.
* Experience in using collections in Python for manipulating and looping through different user defined objects.
* Designed clean, easy to use, intuitive dashboards considering end user needs.
* Implemented filters and parameters that allowed users to customize their views by selecting date ranges, customer segments, and other relevant criteria.
* Optimized the dashboard's performance for large datasets, enabling fast and seamless data exploration.
* Effectively used Tableau Marks to visualize data.
* Designed the architecture of Tableau security by customizing the access levels and creating various user groups by assigning row and column level security at application level, folder level and user level.
* Used Custom SQL to manage complex data requirements from legacy systems and OLTP/OLAP systems
* Upgraded the existing server version to Tableau 2021.1 and successfully migrated existing workbooks.
* Worked extensively in creating dashboards using Tableau Desktop and published them on Tableau Server. Involved in the administrative tasks of Tableau server like installations, upgrades, user & user groups creation.
* Tableau dashboard layouts were effectively used to give interactive visual analysis experience to the end user.
* User Java Script API to customize the views, selects, filters, date and time.
* Used advanced concepts - data blending, LOD to meet the customer requirements.
* Used dashboard filter actions, forecasting, table calculations to meet user requirements.
* Scheduled data refresh on Tableau Server for daily and monthly increments
* Maintain AWS Data Pipeline as a web service to process and move data between Amazon S3, Amazon EMR and Amazon RDS at specified intervals.
* Built various graphs for business decision making using Python matplotlib library.
* Assisted QA team in understanding business process and helped them in successful completion of Unit Testing and Integration Testing
* Defined and used best practices for Tableau UI design.
* Extracted the data from the flat files and other RDBMS databases into staging area and populated onto Data warehouse.

# BANK OF AMERICA, CHARLOTTE, NC JUNE 2017- OCTOBER 2019

**BI DEVELOPER**

As a Tableau developer at Bank of America, I was a key member of the team responsible for developing a comprehensive fraud detection and prevention analytics dashboard. The project aimed to strengthen the bank's ability to detect and prevent fraudulent activities, ensuring the safety and security of customer accounts and transactions.

**RESPONSIBILITIES:**

* Designed interactive dashboards that allowed fraud analysts to monitor real-time transaction data for anomalies and suspicious patterns, such as unusually large withdrawals, account logins from unusual locations, or high-frequency transfers.
* Designed, developed, maintained Tableau functional reports based on the requirements of the user.
* Created an alert management system that enabled fraud analysts to review and investigate alerts generated by the system. The system provided a detailed overview of each alert, including transaction details and risk scores.
* Collaborated with the IT project manager to determine reports and dashboards timelines and milestones.
* Supported reports development, database design, development, and testing through close collaboration with clinical programmers.
* Ensured quality standards are met for patient data in databases through data cleaning processes and data audits.
* Developed visualizations that allowed fraud analysts to explore customer profiles, transaction histories, and behavioral patterns to identify potential fraudsters or compromised accounts.
* Integrated machine learning models for fraud prediction, utilizing historical transaction data and behavioral analytics to identify high-risk transactions and customers.
* Implemented a case management system within the dashboard that enabled analysts to create, assign, and track cases related to fraud investigations. It also facilitated communication and collaboration among team members.
* Combined financial data with Tableau's advanced data discovery capabilities to support in making data-driven decisions through face-up, meaningful information
* Included trend analysis charts to identify evolving fraud trends and tactics, allowing the bank to proactively adapt fraud prevention strategies.
* Involved in reviewing business requirements and analyzing data sources form Excel/SQL Server for design, development, testing, and production rollover of reporting and analysis projects within Tableau Desktop, and Tableau Server.
* Involved with Project Lead in Azure Migration, migrated entire Tableau Production Server, 300+ workbooks from Tier point server to Azure Cloud.
* Experienced in creating the groups, users, Subscriptions, Scheduled Extracts, assigning permissions sets for the tableau server logons and checks.
* Worked extensively with Advance Analysis Actions, LODs (FIXED, INCLUDE, EXCLUDE) Calculations, Parameters, Background images and Maps.
* Designed and Developed ETL workflows for datasets in Alteryx .
* Expertise in working with ETL Tools like Informatica, and Alteryx.
* Data Manipulation and Extraction using Alteryx from various data sources, which in turn is used to feed data in to Tableau.
* Expertise to blend data from multiple sources and worked to Develop Alteryx workflows for data validations to help production Sign-off for production go-live.
* Developed a front-end navigation scheme to support a formal dashboard portfolio strategy, including strategic, tactical, and operational dashboards.
* Developed and published around 200 plus Dashboards and Reports.

## COMCAST, PHILADELPHIA, PA APRIL 2016– MAY 2017

## BI REPORTING CONSULTANT

As a Tableau Reporting Consultant at Comcast, I led the development of an enterprise-level sales performance reporting and analytics solution. The project aimed to provide Comcast's sales teams with a comprehensive and actionable view of their performance, enabling data-driven decision-making and the optimization of sales strategies.

**RESPONSIBILITIES:**

* Involved in end-to-end implementation of Data warehousing projects, which include Business Requirements gathering, Analysis, System study, Prepare Functional & Technical specifications, Design (Logical and Physical model), Coding, Testing, Code migration, Implementation, System maintenance, Support, and Documentation.
* Designed interactive Tableau dashboards that presented key sales performance metrics, including revenue, customer acquisition, churn rates, and sales funnel progress.
* Created visualizations to allow sales teams to analyze and compare performance across different territories, identifying high-performing regions and areas needing improvement.
* Developed charts and tables to track the performance of specific products and services, helping sales teams understand which offerings were driving revenue.
* Customer Segmentation: Implemented customer segmentation analysis to categorize customers by demographics, behavior, and buying history, enabling targeted marketing and sales efforts.
* Integrated forecasting models into the dashboards to provide sales teams with insights into future sales trends and revenue projections.
* Involved in publishing of various kinds of live, interactive data visualizations, dashboards, reports and workbooks from Tableau Desktop to Tableau servers.
* Involved in conducting trainings to user on interact, filter, sort and customize views on an existing visualization generated thru Tableau desktop.
* Created Advance connections, join new tables, create manage Extract and Monitor Queries using SQL Developer.
* Developed parameter and dimension based reports, drill-down reports, matrix reports, charts, and Tabular reports using Tableau Desktop.
* Created Tableau scorecards, dashboards, Heat maps using show me functionality.
* Created complex data Views Manually using multiple measures also used sort, Filter, group, Create Set functionality.
* Published Reports, workbooks data source to server and exporting the reports in different formats
* Good experience in using URLs, Hyperlinks, Filters for developing Complex dashboards.
* Worked creating Aggregations, calculated Fields, Table calculations, Totals, percentages using Key Performance Measures ( KPI ) and Measure.
* Created Views, Stored Procedures and validated data for the Performance.
* Incorporated competitive analysis visualizations to allow sales teams to monitor market share and compare Comcast's performance against competitors.
* Created a sales funnel visualization to track the progression of leads through the sales process, helping teams identify bottlenecks and optimize conversion rates.
* Customizable Reports: Enabled users to generate custom reports and export data for further analysis or presentations.
* Data Integration: Collaborated with data engineers to ensure data from various sources, including CRM systems and transactional databases, was integrated into the reporting solution.

**APPLE, CUPERTINO, CA JAN 2015 – MARCH 2016**

## BI ANALYST

As a Tableau Analyst at Apple, I played a key role in developing a supply chain optimization dashboard aimed at enhancing the efficiency and transparency of Apple's global supply chain operations. This project was critical in ensuring timely product deliveries and cost-effective supply chain management.

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**RESPONSIBILITIES:**

* Tracked, analyzed, and interpreted trends in sales and inventory data and created reports using Tableau and Cognos to track inventory at over 2300 stores and five distribution centers
* Designed interactive dashboards to track and visualize real-time inventory levels for Apple products at various stages of the supply chain, from raw materials to finished goods.
* Developed predictive analytics models and visualizations to forecast demand for Apple products based on historical data, market trends, and seasonality.
* Created scorecards and reports to assess supplier performance, including on-time delivery, quality, and cost-effectiveness, helping Apple make informed decisions regarding supplier relationships.
* Visualized lead times for different components and products, identifying bottlenecks and potential delays in the supply chain.
* Developed cost analysis tools to evaluate the cost breakdown of products, transportation, and warehousing, enabling cost reduction strategies.
* Designed visualizations to analyze inventory turnover rates, optimizing inventory management to reduce carrying costs.
* Implemented risk assessment models and visualizations to identify and mitigate potential risks in the supply chain, such as geopolitical instability or natural disasters.
* Enabled users to generate custom reports and export data for further analysis or presentations.
* Collaborated with data engineers to ensure data from multiple sources, including ERP systems, manufacturing databases, and external market data, was integrated seamlessly into the reporting solution.
* Developed complex and impactful corporate dashboards using Tableau desktop for the Supply Chain Quality department with high interactivity which helped users get real time visualizations.
* Created predictive forecast and advanced analytics models for warehouse plants in Python using sales from previous years and order simulations from customer.
* Calculated total supply chain cost in relation to new projects including product launches, discontinuations, seasonal and special promotions.
* Performed data analysis and data profiling using complex SQL on various sources systems including Oracle and Teradata.
* Involved with data profiling for multiple sources and answered complex business questions by providing data to business users.
* Data profiling and data quality review of the existing data and data coming in from the other businesses in order to assess the overall standard of the data and publish the results on SharePoint for everyone's consumption
* Analyzed material flow parameters such as order quantity, schedule, conducts weekly cycle counts, manages replenishment process, and sets inventory levels to support the business/customer requirements (reduced customer backorders by 75%).
* Developed triggers, stored procedures, functions, and packages using cursors and ref cursor concepts associated with the project using PL SQL

**CLIENT: C&S WHOLESALE GROCERS,** **KEENE, NH. JUNE 2013 TO DEC 2014**

**ROLE: DATA ANALYST**

Worked on the inventory management team in analyzing stock levels and evaluating vendor performance. The project aimed to optimize inventory levels and enhance relationships with suppliers to ensure efficient operations at the wholesale distribution center.

**RESPONSIBILITIES:**

* Performed GAP analysis to compare AS IS Traditional reporting and TO BE Multi channel attribution Process models. Created BRD, FRD and Project Charter.
* Gathered inventory data from the company's databases, including SKU-level information, order history, and lead times.
* Conducted an initial analysis of stock levels, identifying products with high and low turnover rates, and pinpointing potential overstock or understock situations.
* Developed metrics and KPIs to evaluate vendor performance, including on-time delivery rates, order accuracy, and lead time consistency.
* Performed data cleaning and validation to ensure the accuracy and consistency of the data used for analysis.
* Utilized Excel and basic data visualization tools to create simple charts and graphs to visualize stock levels and vendor performance trends.
* Assisted in generating recommendations for adjusting inventory levels based on historical sales data, seasonality, and demand patterns.
* Collaborated with the procurement team to communicate performance feedback to vendors and address any issues or concerns.
* Maintained documentation of analysis methods, findings, and recommendations for future reference.
* Worked on different combination of pairs for Solicit, Responses and Attribution Events and incorporated that within database to identify sales and KPIs. Created cost analysis reports.
* Developed T-SQL queries associated with report and accomplished reports automation.
* Established linkage between reports developed via SSRS/Tableau/PowerPivot with SQL.
* Worked on huge marketing data to find trends and patterns by slicing and dicing operations.