**Phani (518) 417-2268**

**Data Modeler/ Data Analyst phanijadav@gmail.com**

**Professional Summary:**

* Data Modeling professional with around 9 years of total IT experience and expertise in data modeling for data warehouse/data mart development, Data Analysis, SQL and developing Conceptual, logical models and physical database design for Online Transactional processing (OLTP) and Online Analytical Processing (OLAP) systems.
* Hands-on experience with MMIS, ACA, HIX, HIPAA, and HL7 processes
* Worked closely with EDI 820 Payment Order/Remittance Advice and EDI 834 Benefit Enrollment and Maintenance.
* Implement client EDI 834, 835, 837 Standard and Data mapping EDI files.
* Experience in using SSIS tools like Import and Export Wizard, Package Installation, and SSIS Package Designer.
* Excellent knowledge of complete data warehouse life cycle, testing methodologies, OLAP and OLTP.
* Well versed in Normalization and DeNormalization techniques for optimum performance in relational and dimensional database environments and have performed normalization up to 3NF.
* Worked on one complete ERP implementation project.
* Hands on experience in using MapReduce programming model for Batch processing of data stored in HDFS.
* Experience in Converting multiple reports from Excel, Tableau and BO to Spotfire.
* Experienced in finding trends from the data using predictive modelling techniques such as Linear Regression, K-Means clustering, PCA, Decision Trees, Random Forests, KNN and Logistic Regression
* Implemented Machine-Learning to predict the future trends with p-value and this feature had huge impact on the finding the result in this project.
* Made predictions based on the data patterns and calculated ROC.
* Data analysis techniques to validate business rules and identify low quality missing data in the
* existing data.
* Experienced with most of software deployments methodologies (SDLC) like Waterfall, Iteration, Agile and Rapid Application Development (RAD).
* Experienced in Business requirements conformation, data analysis, data modeling, logical and physical database design, and implementation.
* Familiarity with Crystal Reports and SSRS - Query, Reporting, Analysis and Enterprise Information Management.
* Experienced in Normalization and Demoralization processes, Logical and Physical data modeling techniques.
* Experienced in Integrating high – level business rules (constraints, triggers, and indexes) with the code.
* Proven knowledge in capturing data lineage, table and column data definitions, valid values, and others necessary information in the data models.
* Strong Experience in ER & Dimensional Data Modeling to deliver Normalized & STAR/SNOWFLAKE schemas using Erwin r7.2 Erwin 9.6/8.2/7.0, Power Designer 15, Embarcadero E-R Studio and Microsoft Visio. And ER Studio 9.1.x
* Experience in Data Scrubbing/Cleansing, Data Quality, Data Mapping, Data Profiling, Data Validation in ETL.
* Experience in designing star schema, Snowflake schema for Data Warehouse, ODS architecture.
* Excellent communication, interpersonal, intuitive, analysis, leadership skills, quick starter with ability to master and apply new concepts.

**Education Details:**

Master of Science in Computer Information Systems 2016

**Skills Inventory**

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| --- | --- |
| **Data Modeling Languages** | Erwin r7.1/7.2, Erwin r8.2, Erwin r9.1/9.5/9.6,  Embarcadero ER/Studio, Oracle Designer, Sybase, Power Designer. |
| **OLAP Tools** | Microsoft Analysis Services, Tableau, Business Objects and Crystal Reports9 |
| **Programming Languages** | SQL, T-SQL, PL/SQL, Base SAS, HTML, XML, VB.NET, C, C++, UNIX, and Shell Scripting |
| **Database Tools** | Microsoft SQL Server 2000/2005/2008/2012/2014, MySQL, Oracle 11g/10g/9i/8i, DB2, MS Access 2000, Postgre and Teradata V2R6.1 |
| **Packages** | Microsoft Office Suite, Microsoft Project 2010, SAP, and Microsoft Visio. |
| **ETL Tools** | Informatica 7.1/6.2, Data junction, Ab-Initio, DataStage, SSIS, BODS |
| **Other Tools** | SAS Enterprise Guide, SAP ECC and Panorama  Web Service, FACETS |

**Professional Experience:**

**Vanguard, Charlotte, NC**

**Data Modeler Dec 2022 – Present**

* Participate in development of concurrent, complex physical data models to support the business needs of many applications throughout the organization.
* Effectively communicate how the data structure designs meet project and enterprise requirements and support Vanguard’s data architecture strategy. In addition, where appropriate, influence the application development design to make best use of its data and enterprise data.
* Contribute to cross-organizational methodology and process improvement efforts.
* Work with Erwin to create/modify physical, logical, and conceptual data models to be implemented in databases across Vanguard’s applications.
* Work with several SQL based technologies including DB2, MSSQL and Postgres for data modeling requirements.
* Work with various AWS based technologies like Aurora and DynamoDB for data modeling requirements.
* Work with application development teams and database administrators across the organization and help them in organizing the database structures according to their requirements and following Vanguard standards.
* Provide specific access to Erwin users across the organization according to their requirements.
* Work on the Licensing requirement and tool updates for Erwin.

**Environment:** Erwin 2021 r1, Toad Data Point, Data Studio, Redshift, Aurora, Windows XP/NT, UML, SQL Loader, Data Junction, XML files, DB2, Oracle, Postgres, Redshift, Aurora

**Truist, Charlotte, NC Nov 2021 – Aug 2022**

**Data Modeler**

* Working on Erwin Data Modelling tool for performing reverse engineering by converting existing DDL into Physical and Logical Data Model.
* Working on Erwin Data Modelling tool for creating new Data Models
* Working on Data Analysis, data profiling.
* Connecting multiple kinds of RDBMS such as Netezza, DB2, SQL server, Oracle etc.
* Working with nsm file for column and table names.
* Optimizing existing data models for performance
* Optimizing data models for new architecting guidelines and procedures.
* Utilizing thorough understanding of available technology, tools, and existing designs.
* Work on the most complex problems where analysis of situations or data requires evaluation of intangible variance factors.
* Contributing to cross-organizational methodology and process improvement efforts.
* Generating Data Model reports for Audit purposes using Erwin.
* Consolidation of older Data Models that are not in use by communicating with Application development.
* Communicating with application teams on easier ways to resolve respective Database requirements using Erwin, Toad and Data Studio.
* Leading most complex multiple modeling, simulations, and analysis efforts.
* Acting as expert technical resource to programming staff in the program development, testing, and implementation process.

**Wells Fargo, Charlotte, NC Jan,2020 – May 2021**

**Data Modeler**

* Participate in highest-level technical role as an individual contributor and/or team lead for the most complex computer applications and/or application initiatives.
* Utilizing thorough understanding of available technology, tools, and existing designs.
* Work on the most complex problems where analysis of situations or data requires evaluation of intangible variance factors.
* Planning, performing, and acting as the escalation point for the most complex platform designs, coding, and testing.
* Contributing to cross-organizational methodology and process improvement efforts.
* Generating Data Model reports for Audit purposes using SAP Power Designer.
* Consolidation of older Data Models that are not in use by communicating with Application development.
* Communicating with application teams on easier ways to resolve respective Database requirements using SAP Power Designer and Teradata Studio.
* Used Teradata utilities fastload, multiload, Tpump to load data.
* Responsible for managing lifestyle of department including compliance initiatives, group practice agreements.
* Organized User Acceptance Testing (UAT) conducted presentations and provided support for Business users to get familiarized with banking applications.
* Leading most complex multiple modeling, simulations, and analysis efforts.
* Acting as expert technical resource to programming staff in the program development, testing, and implementation process.

**Mastercard, O’Fallon, MO**

**Data Modeler July2017** – **December 2019**

**Responsibilities:**

* Participating in development of concurrent, complex physical data models to support the business needs of many applications throughout the organization.
* Construction of physical Data Models according to the business requirements using SAP Power Designer.
* Designing a graphical representation of the Databases using SAP Power Designer.
* Illustrating the Data model Structure to the Application teams to give them a better picture of the Database structure.
* Effectively communicating how the data structure designs meet project and enterprise requirements and support MasterCard’s data architecture strategy. In addition, where appropriate, influence the application development design to make best use of its data and enterprise data.
* Gathering Database requirements for various applications across Mastercard.
* Communicating with the respective application development teams on how to meet their project requirements on Database level.
* Finding ways to avoid redundancy and duplications at the Data Model level using SAP Power Designer.
* Leading efforts to advance and communicate standards and best practices for data management.
* Maintaining the company standard protocol for better management of Databases using SAP Power Designer
* Created and executed complex SQL queries in all three products. Executed the queries in multiple databases such as MySQL, MS SQL, Oracle SQL, Teradata and DB2.
* Encouraging application development teams to follow the standard protocol in their projects using MasterCard proprietary Model Scan Tool.
* communicating with teams and avoid possible violation of standard protocol using MasterCard proprietary Model Scan Tool.
* Contributing to cross-organizational methodology and process improvement efforts.
* Generating Data Model reports for Audit purposes using SAP Power Designer.
* Consolidation of older Data Models that are not in use by communicating with Application development.
* Communicating with application teams on easier ways to resolve respective Database requirements using SAP Power Designer and TOAD.
* Working with Power Designer to create/modify Physical, Logical and Conceptual Data models to be implemented in Databases across Mastercard’s applications.
* Creating/Modifying Data Models according to the project specific requirements
* Communicating with the Database Administrators regarding the implementation of the specific changes
* Maintaining synchronization between Database and Data Model.
* Working with several SQL based Technologies including Oracle, DB2 and Postgres for Data Modelling requirements.
* Working with multiple database tools according to the requirement of the respective projects
* Maintaining respective Database standards while designing.
* communicating the Database specific requirements to the developers for better understanding of the application
* Working with application development teams and Database Administrators across the institution and helping them in organizing the Database structures according to their requirements and following Mastercard standards.
* Communicating with DBAs and Application Development teams for Database modifications.
* Maintaining Mastercard standard nomenclature for the Database Metadata
* Practicing standard protocols while designing Database structure
* Providing specific access to Power Designer users across the institution according to their requirements.
* Giving Power Designer read access to new DBAs and Data Modelers to work with Data Models
* Giving Power Designer write access to specific users according to their requirement.
* Password reset for users in case of blocked access to Power Designer

**Centene Corporation, St. Louis, MO May 2016 – June 2017**

**Data Modeler/Data Analyst**

**Responsibilities:**

* Studied the Requirements Specifications, use cases and analyzed the data needs of the Business users.
* Converted the Logical data models to Physical data models to generate DDL.
* Extensively worked with Teradata database as part of the enterprise warehouse development and the data mart, staging and prestaging environment build outs.
* Updated the Naming and version control standard documents and implemented version controlling using the Model Manager.
* Migrated several models in ERWin 4.1/7.1 into ERwin7.2 and updated the naming standards.
* Created complex mappings and mapplets using Lookup, Expression, Aggregator, Sequence Generator, Union, Normalizer, and Router transformations.
* Involved in writing the PL/SQL validation scripts to identify the data inconsistencies in the sources.
* Worked with Business Analysts to design weekly reports using Cognos.
* Created Design documents, Source Target Mappings and Sign-off documents.
* Worked on the Enterprise Meta data repositories for updating the metadata and also involved in Master Data Management [MDM].
* Built the Transformation Rules engine for use by all the designers across the project.
* Documented the designs so as to facilitate the personnel to understand the process and incorporate the changes as and when necessary.
* Responsible for detailed verification, validation, and review of the design specifications.
* Conducted review walk through of data models involving SME, developers, testers, and analysts.

**Environment:** ERwin 7.2/7.1/4.1, Informatica 8.0, Cognos, Teradata, Oracle 9i, SQL Server 2003, SQL, PL/SQL, MS Office, Windows 2003.

**IT Labs, Hyderabad Jan2013 – July 2014**

**Data Modeler/ETL Developer**

**Responsibilities:**

* Gathered business and functional requirements.
* Interacted with business users and studied available documents/applications to learn the requirements.
* Worked with large multiple data to search out rate flow trends and patterns, identify and fasten data anomalies.
* Used Erwin r7.0 for creating tables using Forward Engineering
* Designed the prototype about the Data mart and documented possible outcome while using it for end-user.
* Involved operating process modeling using UML.
* Developed and maintained data dictionary to make metadata reports for technical and business purposes.
* Identified facts and dimensions and designed the Star Schema.
* Designed logical database design and converted logical model into physical model on SQL Server.
* Cleansed, extracted, and analyzed business data on regular basis and generated ad-hoc analytical reports using Excel and T-SQL
* Done SQL Server configuration database size estimation, database creation logins &users’ creation, granting object level permission, estimation of indexes on tables.
* Developed Data Mapping, Data Governance, Transformation and Cleansing rules for the Master Data Management Architecture involving OLTP, ODS and OLAP
* Identified and tracked slowly changing dimensions and determined the hierarchies.
* Actively took part in data mapping activities with the data warehouse.
* Created summary tables using de-normalization solution to improve complex Join operations.
* Designed logical database design on SQL Server and PostgreSQL.
* Applied data cleansing rules from staging to data mart.
* Developed ETL jobs for refreshing the main points of Cisco Contact Center Analysis dashboards using Talend.
* Worked with DBAs to have a best fit physical data model about the logical data model.
* Worked together with Implementation team to assure a smooth transition from the design to implementation phase.
* Identified and Created Indexes on tables for better query performance.
* Principally authored the documents: Business Requirement Documents, High Level Requirements, Detail Level Requirements, Functional Requirements Documents, Requirement Traceability Matrix, Quality Requirements, ETL Jobs documentation, Functional/Stakeholders Requirements, User Stories, and Logical Data Models for Dash Boards etc.
* Captured the metrics of contact center data like Agent Performance, Call Profile, and Customer Effort to demonstrate in dashboards.
* Designed the logical data model for Error Event and Audit tables.
* Worked under Scrum master environment and followed defined timelines for completion of project.
* Generated ad-hoc reports using Crystal Reports.

**Environment:** Erwin 4.0, SQL/MS SQL Server, MS OLAP Manager, MS Analysis Services, Windows NT, MS Visio, XML, Informatica Power Center 6.0, Crystal Reports, pgAdmin (PostgreSQL), Talend 5.6.1,