**Smita Gupta**

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***Data Analyst/Tableau Developer***

**SUMMARY**

* **Sr. Data Analyst** and **Visualization Developer** with over **10** years of Experience in **data analysis, Design, data management, data warehousing, databases** and **data visualization**.
* Strong experience with data visualization, dashboard and story presentation using visualization tools such as **Tableau, Qlik Sense** and **Qlik View**.
* Specialized in **Tableau architecture** of d**esigning** and **developing reports** and **dashboards.** Expertized in features such as **Filters, sorts, group**s and **Sets, reference lines, parameter, calculation** field, sets etc. In depth knowledge in mapping techniques and use geo coding to build up visualizations of non - geographic data into a geographical map.
* Experienced in Creating **DAX Expressions**, create **Date** to yearly columns and implement partitions in **Tabular Models**
* Experience in creating **Views, Constraints, Triggers, Joins, Cursors, Micros,Temp Table, Table Variable**, Functions, **Batch Scripts** and numerous stored procedures consumed at various stages of migration/cleansing process, reports or data validation.
* Mastered in interactive d**ashboar**d design by using actions, Filters and navigations for guided analysis.
* Well Versed with advance concept in Excel. Worked with VLOOKUP’s, Index, Match, IF Statements, Pivots and creating complex formulas.
* Understanding of designing visualizations using **Tableau** and **Power BI software**, publishing and presenting dashboards, Storyline on web and desktop platforms.
* Proficient in preparing Presentations, Graphs, Pivot Tables using Microsoft Excel and PowerPoint.
* Strong Knowledge on **Power BI** to import data from various sources such **as SQL Server, Azure SQL DB, SQL Server Analysis Services (Tabular Model), MS Excel**etc
* Experience with **Tableau Server, led** in building **Tableau** server within company. Expert in Publishing workbooks, setting permissions, providing access to the users and adding them to the specific groups and Projects.
* Excellent experience in **SSRS reporting,** expert in generating reportsand **dashboards** from **SQL Server.**
* Strong experience with Excel using **VLOOKUP’**s, Pivot table’s, Charts, Arrays**.**
* Specialized in **SSRS** features such as creating projects and reports, using parameters and calculation field to modify the report, using various tables and charts to make visualized analysis.
* Experience in retrieving and manipulating data using databases such as **MS SQL Server** and **My SQL.** Experience in designing, developing and supported BI solutions, including database design, database creation, database management and support.
* Expertise in using complex micros **SQ**L queries to manipulate large dataset including complex joins, grouping, aggregation and sub queries
* Good Hands on Experience to make Pivot Tables and **VLOOKUP’**s to analysis the data and making reports.
* Experienced in all facets of **Software Development Life Cycle (Analysis, Design, Development**, Testing and maintenance) using Waterfall and Agile methodologies

**TECHNICAL SKILLS**

| **Operating Systems** | Win XP, Vista, 7, Windows Server 2003, 2008(X32, X64), Linux |
| --- | --- |
| **Databases** | MS SQL Server 2005/2008/2012 , Teradata 12/13, MySQL 5.2, 5.7, |
| **Querying language:** | SQL, PL/SQL, TSQL |
| **Business Intelligence Tools** | Tableau ,SSIS, Excel and Power Pivot, SSRS, Power BI |

**PROFESSIONAL EXPERIENCE**

**Cigna, Bloomfield CT Feb 2021- Till Date**

**Tableau Developer/Data Analyst**

**Responsibilities**

* Involved in full project lifecycle of **SDLC** and coordinated with all project teams.
* Interacted with **Subject Matter Experts** End Users and gathered business requirements.
* Responsible for writing **Business Requirements Document (BRD**), Use Case Specifications, **Functional Specifications Document (FRD).**
* Worked with users and coordinated with Business Objects developers to understand and capture data/reporting requirements.
* Performed **Gap analysis** by identifying existing technologies, documenting the enhancements to meet the end state requirements.
* Designed reports in Access, Excel using advanced functions not limited to VLOOKUP, pivot tables, formulas.
* Translated the business needs into system requirements by communicating with the business on non-technical level and with the System Analyst on technical level.
* Worked with **Tableau Administrator** in installing and upgrading of Tableau server and server performance tuning for optimization.
* Created Microsoft access database using employee HR benefits data from Workday reports.
* Worked with power users in creating and modifying worksheets and data visualization dashboards.
* Defined best practices for **Tableau report development**.
* Experience with creation of **users, groups, projects**, workbooks and the appropriate permission sets for **Tableau server** logons and security checks.
* Created Excel based Analysis and reports using VLOOKUP’s, Pivot tables and complex excel formulas per business needs .
* Built **Tableau visualizations** against various **Data Sources like Flat Files (Excel, Access**) and **Relational Databases (Teradata, Oracle, SQL Server**).
* Effectively used data blending, filters and hierarchies.
* Built reports against Single Table, Multiple Tables and also built formulas in Tableau for various business calculations.
* Extensively used Excel for VLOOKUP’s and Pivot tables to generate customized reports for client and help with immediate firsthand identification of problems.
* Preparing **Dashboard**s using calculations, parameters in **Tableau.**
* Built complex calculations using advance functions such as **ATTR, DATEDIFF, STR, Ifs, Nested Ifs, SUMIF, COUNTIF, VLOOKUP’s and Quick** Table calculations.
* Working on generating various dashboards in Tableau server using various sources such as Teradata.
* Creation of packaged workbooks (.**twbx**) for end-users.
* Published **Power BI** Reports in the required
* Utilized **Tableau** features, such as custom SQL, joins to create Visualizations
* originations and **Power BI Dashboards** available in Web clients and mobile apps.
* Fulfilled ad-hoc data requests from clients using **SQL, PowerBI and Excel**
* Found ways to make **graph**s and t**abl**es visually exciting, and aesthetically pleasing, while at the same time maintaining the accuracy of the core information content that is being communicated
* Defined and created procedures to install **Tableau desktop** in silent mode.
* Ensured on-time and on-budget performance of the assigned efforts to the mutual satisfaction of the business partners/ sponsors.

**Environment: Tableau** (Desktop/Server) 9.x/8.x, Power BI, Alteryx, SQL Server, SQL developer, PL /SQL, Windows Server

**Bank of America, NY NY Nov 2018- Jan 2021**

**Tableau Data Analyst/Developer**

**Responsibilities**

* Effectively interacted with **Business Analysts** and **Data Modelers** and defined Mapping documents and Design process for various Sources and Targets.
* Gathered **user requirements**, analyzed and designed software solution based on the requirements.
* **Develop, Organize**, manage and maintain graphs, tables, slides and document templates for the efficient creation of reports.
* Interact professionally with diverse group of professionals in the organization including managers and executives.
* Experience with **Power BI Desktop, Power BI Service, Power Query, DAX** for calculated columns/measures.
* Developed **Standard Operating Procedures (SO**P) for Monitoring.
* Extensively used **Data blending**, embed functionalities in **Tableau.**
* Extracted the data tables using custom generated queries from **Excel files, Access / SQL** database and providing exacted data as an input to **Tableau**
* Created **Tableau scorecards, dashboards** using **stack bars, bar graphs**, **scattered plots, geographical maps, Gantt charts** using show me functionality
* Worked extensively with Advance **analysis Actions, Calculations, Parameters, Background images, Maps,Trend Lines, Statistics**, and **Log Axes**.
* Used Groups, hierarchies, sets, localization to create detail level summary report and Dashboard to cater users from different countries.
* Defined best practices for Tableau report development.
* Hands-on development assisting users in creating and modifying worksheets and data visualization dashboards;
* Worked on functional requirements sessions with business and technology stakeholders on data modeling, integration, and configuration for data warehouse with automated and manual field data collection systems
* Coordinated database middleware issues with **DBA**system performance with System Architects
* Maintained server activities, user activity, and customized views on Server Analysis.
* Implemented data security by creating user filters.
* Provided **24/7** production support for; **Tableau users** and conducting trainings to user on interact, filter, sort and customize views on an existing visualization generated **Tableau desktop** .
* Created **SQL Queries** for testing the **Tableau Dashboards.**
* Other job duties are Creating drill down and drill through reports using **Power BI** and **Tableau**

**Environment:** Tableau (Desktop/ Server), Power BI,Oracle SQL Developer, SQL Assistant, Microsoft office 2007, SQL, PL/SQL, T-SQL

**AEP, Columbus OH Nov 2015- Oct 2018**

**Tableau Data Analyst/Developer**

**Responsibilities**

* Work with business and project team members (**Architect, Solution Designer and SMEs**) to understand and create reporting solutions. This includes prototyping potential solutions or modifying existing work to meet new/ changing needs with the use of development standards, processes, and tools available to the team.
* Conducted **JAD sessions**, interacted with the End users on a regular basis for resolving issues pertaining to the reports, attending weekly status meetings.
* Understanding the use of structured data, dimensional models or cubes and various forms for reporting.
* Created data mapping documents for the worksheets/dashboards to be built.
* Designed and developed a **business intelligence** dashboard using **Tableau software allowing** executive management to view current and past performance sales trends, forecast sales and to track existing customer sales.
* Extensive experience in Business Intelligence/Data Warehousing/Analytics and using an industry recognized report development and/or analytics tool such as Tableau, Power BI
* Created **Tableau dashboards** using advance charts, drill downs, stack bars, bar graphs, scattered plots, and geographical maps.
* Perform development activities from **gathering requirements, designing soluti**ons, through developing reports, to testing and deployment.
* Using **Blending** created Complex w**orkbook**s and **Dashboards** by connecting to multiple data sources.
* Maintained documents for change request and implemented procedures for testing changes.
* Actively **tracked schedule**, clear and crisp communications with key resources, stake holders and **SME**s to keep everyone involved in the project and are on the same page, milestone tracking and avoiding scope creep issues.
* Used **Tableau URL** Actions to navigate from the main Dashboard to detail Reports.
* Built Advanced Charts using **Tableau Desktop** like Box and **Whisker plots, Bullet charts, Waterfall** charts for measuring the Sales growth by different departments within the company.
* Created and edited the update schedules, managed scheduled update tasks on Tableau server.

**Environment:** Tableau 9.2/8.3,,Power BI, SQL Server 2010/2012, Toad, Power Designer, Mercury Test Director, Microsoft Office (Word, Access, Excel, Outlook, Project

**Birla Corporation, India Oct 2009- Oct 2011**

**Data Analyst**

**Responsibilities**

* Performed Data Analysis and Data Profiling and worked on data transformations and data quality rules.
* Effectively utilized the knowledge of scripting languages in the Unix OS environment.
* Monitored the client system using the Virtual connection, used Putty.
* Consulted with client management and staff to identify and document business needs and objectives, and current operational procedures for creating the logical data model.
* Manipulating, cleansing & processing call and price data **using Excel, Access, and SQL**.
* Used **forward engineering** to create a Physical Data Model with DDL, based on the requirements from the Logical Data Model.
* Implemented **Referential Integrity** using primary key and foreign key relationships.
* Generated **ad-hoc SQL queries using joins**, database connections, and transformation rules to fetch data from legacy Oracle and SQL Server database systems.
* Involved in **Data Mapping**.
* Develop and maintain data solutions that utilize **SQL, Microsoft SQL Server Reporting Services, and Excel.**
* Develop new reports both proactively and in response to client requests to improve operational efficiency.
* Worked on the development of dashboard reports for the Key Performance Indicators for the top management.
* Responsible for creating the staging tables and **source to target mapping** documents for the ETL process.
* Identified and tracked the slowly changing dimensions, and heterogeneous sources and determined the hierarchies in dimensions.

**Environment:** MS SQL Server 2012, Oracle 12c/11g, MS Office, Excel, Access, Visio, UNIX.

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