Sravya Vempaty

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**SUMMARY**

* Over 10+ years of experience in Software Design, Development, Integration, Implementation and Maintenance of Business Intelligence, Database Platforms.
* Extensive Tableau Experience in 2022.x, 2021.x, 2020.x, 2019.x, 2018.x, 10.x (Desktop, Server, Reader, Mobile) as a Developer and Analyst
* Competent in Software Development Life Cycle methodology (SDLC) and Software Testing Life Cycle (STLC) which includes Agile and Waterfall Methodology.
* Strong knowledge of Business/Process Data flow in organizations and experienced in data modelling concepts.
* Mastered the ability to design and deploy rich Graphic visualizations with Drill Down and Drop-down menu option and Parameterized using Tableau.
* Prepared Dashboards using calculations, parameters in Tableau.
* Extensive knowledge in various reporting objects like Facts, Attributes, Hierarchies, Transformations, filters, prompts, calculated fields, Sets, Groups, Parameters etc., in Tableau Desktop.
* Worked on the development of Dashboard reports for the Key Performance Indicators (KPI) for the top management.
* End to end experience in designing and deploying data visualizations using Tableau.
* Excellent understanding of Data modeling (Dimensional & Relational) on concepts like Star-schema, Snowflake schema using fact and dimension tables and relational databases (Oracle), SQL Server MS Access and client/server applications.
* Use in-depth understanding of both data and visual sides of visualization to deliver high quality work products that delight end users.
* Expertise in designing and creating various analytical reports and Dashboards to help users to identify critical KPIs and facilitate strategic planning in the organization.
* Hands on experience publishing of various kinds of interactive data visualizations, dashboards, and workbooks from Tableau Desktop to Tableau online & Tableau Servers, Web pages.
* Expert in creating Calculations (LODs, Creating/using Parameters, Table Calculations, Totals) and Formatting (Annotations, Layout Containers, Mark Labels, Mark Card Changes, Rich Text Formatting, Shared Encoding) using Tableau Desktop.
* Created solution driven dashboards by developing different chart types including Crosstab’s,
* Heat/Geo/Tree Maps, Pie/Bar Charts, Circle Views, Line/Area Charts, Gant Charts, Scatter Plots, Bullet
* Graphs, and Histograms in Tableau Desktop
* Created highly interactive Data Visualization Reports and Dashboards using feature such as Data Blending, Calculations, Filters, Actions, Parameters, Maps, Extracts, Context Filters, Sets and Aggregate measures.
* Extensive experience on building dashboards in Tableau and involved in Performance Tuning of reports and resolving issues within Tableau Server and Reports.
* 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.
* Experience with creation of users, groups, projects, workbooks and the appropriate permission sets
* for Tableau server logons and security checks
* Published Tableau dashboard on Tableau Server or Tableau Online and embedded them into portal.
* Combined multiple data sources using blending in Tableau to keep track of sensor data, operator inputs, and real-time systems all in one dashboard.
* Experienced in managing schedules and scheduling workbooks and activities on Tableau Server
* Expertise in writing SQL Queries, Dynamic-queries, and complex joins for generating Complex Stored Procedures, User-defined Functions, Views.
* Extensive experience in using Data Blending for merging data from different datasets and creating different visualizations like Geographic Map, Gantt Charts, Bubbles, Histograms, Heat maps, Scatter plots and Density Chart.
* Extensive experience in PL/SQL and SQL and in performance tuning SQL queries in TOAD.
* Expertise in generating reports using global variables, expressions and functions for the reports.
* Experience in using SQL Server 2008 Integration Services (SSIS) to extract, Transform and Load data from any OLEDB Provider like MS Access, Flat File, Excel, Oracle, Lotus notes and DTS (i.e. Import and Export) also worked to Automate the ETL operations. (Automate the SSIS Packages and Import, Export).
* Extensive knowledge on implementation of Set Analysis and worked on the Alternate states to do a comparative analysis in QlikView.
* Experience in developing User Interfaces and QlikView Dashboards using Chart-Box (Drill Down, Drill up & Cyclic Grouping), List Boxes, Input Fields, Table Boxes, Calendars, and Date Islands.
* Extensively worked in OLTP & OLAP environments that include QA, Production and development, implement maintain database schema (in source code control) and Entity relationship diagrams from business requirements.
* Experience with Alteryx to collect the required data from large complex databases.
* Experienced in tuning long running SQL queries for better performance.
* Providing technical and analytical expertise in responding to complex, specialized report requests requiring higher-level Data Analysis and Data Management Services.
* Experience in Technical Support, Troubleshooting, Report Design and Monitoring of system usage.
* In-depth knowledge in formal Systems analysis design, implementation of Operational/Database systems, utilizing Oracle RDBMS Methodologies.
* Strong interpersonal skills with demonstrable verbal and written communications to maintain effective work relationships with all levels of personnel.

**EDUCATIONAL QUALIFICATIONS**

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| --- | --- | --- | --- |
| 10th | St. Dominic School |  | 06/2006 |
| INTER | OSMANIA University |  | 05/2008 |
| Bachelor Engineering (EEE) | OSMANIA University |  | 06/2012 |

**TECHNICAL SKILLS**

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| --- | --- |
| BI Tools | Tableau (Desktop/server/mobile/public).  Tableau desktop and server 2022.x, 2021.x/2020.x/2018.x/10.2.0/10.0/9.3,9.0 |
| Databases | SQL Server, Salesforce, SharePoint, Oracle, DB2, Teradata, Greenplum, SAP Hana Studio |
| Operating Systems | Windows Server 2000/2003/2008,2010 Windows 98/2000/XP/VISTA/7, Excel Macros. |
| Programming Skills | C, CAS, CATLA, ANSYS |
| ETL Tools | Informatica, SSIS, SSRS |
| Scripting Languages | C, C++, HTML, SQL, PL/SQL, CSS, JavaScript |

**04/2016 – Till Date**

**Vistex: - Sr. Tableau Developer/Analyst**

Vistex provides enterprise solutions that manage pricing, incentive, rebate, royalty, and channel programs to enhance business performance while reducing labor and infrastructure costs. The industry-optimized Go-to-Market Suite® provides end-to-end solutions for design, management, and administration of the complete spectrum of programs. With an unparalleled offering of software and services, enterprises are empowered with unprecedented visibility into program performance, gaining deeper insights to better enable fact-based decisions that drive revenue, control cost, minimize leakage, and streamline processes.

As business becomes increasingly global and interconnected, companies are challenged in formulating and executing Go-to-Market programs. Enterprise software platforms, designed to provide a holistic view of operations and offer opportunities for growth and expansion, appear more constrained. Vistex tips the scale and brings back balance, providing exceptional visibility into the breadth and depth of Go-to-Market programs, enabling businesses with more insightful information.

**RESPONSIBILITIES:**

* Creating visually compelling and actionable interactive reports and dashboards.
* Reviewed and optimized SQL queries and edited inner, left, and right joins in Tableau Desktop by connecting live/dynamic and static datasets.
* Created Context filters on the existing filters and Tableau data extract to publish it in server by optimizing it to reduce the report rendering time.
* Involved in data conversion to provide reporting capabilities as per the requirement.
* Performed data analysis on daily, weekly, and monthly scheduled refresh of data based on that business or system change that have happened to ensure that the developed dashboards are displaying accurate and up-to-date live data and sent those into production after editing.
* Validated the reports before publishing reports to Tableau server, troubleshoot Tableau reports, dashboards, etc
* Involved in creating and developing reports and dashboards using Tableau Desktop 10.5
* Involved in creating data visualizations like Bar charts, cross tab, Tree Maps, Line charts, Scatter plot, Mapping Visualization etc with Tableau desktop 2022.3 / 2021.2.
* Analyzed large volumes of data and developed medium to complex reports/dashboards, insights for clients. Has an in-depth understanding of the tools used for analysis, reporting and developing business insights. Involved in creating reports and dashboards using various charts with Tableau
* Led the migration process of Tableau reports and dashboards to AWS cloud infrastructure, ensuring seamless transition and optimal performance for end users.
* Collaborated with AWS experts to architect and implement a robust cloud-based Tableau environment, leveraging AWS services such as Amazon Redshift for data storage and Amazon EC2 instances for Tableau Server deployment.
* Worked closely with the IT team to ensure secure data transfer and storage during the migration process, adhering to AWS security best practices.
* Conducted performance testing after migration to ensure that Tableau reports and dashboards maintain their responsiveness and speed in the AWS cloud environment.
* Utilized AWS monitoring and analytics tools to track the performance of Tableau Server, identifying and addressing any issues to ensure continuous availability and reliability.
* Optimized Tableau data extracts and queries for cloud-based data sources, taking advantage of AWS's scalability and data processing capabilities.
* Implemented data refresh scheduling using AWS automation tools, ensuring that Tableau data extracts are updated at the appropriate intervals.
* Collaborated with the AWS team to implement backup and disaster recovery strategies for Tableau workbooks and data in the cloud.
* Worked on cost optimization strategies, ensuring efficient resource utilization, and managing AWS billing for the Tableau environment.
* Provided training and support to team members on using Tableau within the AWS cloud environment, sharing best practices, and troubleshooting techniques.
* Leveraged AWS integrations to enhance Tableau reports, such as embedding interactive Tableau visualizations within Amazon QuickSight dashboards.
* Contributed to the documentation of the AWS cloud migration process for Tableau, including architectural diagrams, migration steps, and post-migration procedures.
* Stayed up to date with the latest advancements in both Tableau and AWS cloud services, exploring opportunities for further optimization and innovation.

**Environment:**Tableau 2022.3 / 2021.2, Tableau Server 2022.3 / 2021.2, Microsoft SQL Server 2013, Toad 13.2, Salesforce, SharePoint.

**Company:**

**Capital Group**. **04/2014– 04/2016**

**Tableau Developer (Data Analyst)**

Capital Group is one of the world’s largest [investment management](https://en.wikipedia.org/wiki/Investment_management) organizations with assets of around one trillion USD under management. It comprises a group of investment management companies, including Capital Research and Management, [American Funds](https://en.wikipedia.org/wiki/American_Funds), Capital Bank and Trust, Capital Guardian, and Capital International. The firm was founded in 1931 by [Jonathan Bell Lovelace](https://en.wikipedia.org/wiki/Jonathan_Bell_Lovelace).

**RESPONSIBILITIES:**

* Created Tableau extracts to drive multiple Views/Dashboards and scheduled extract refreshes on Tableau server.
* Implemented Level of Detail Expressions (FIXED, INCLUDE, EXCLUDE) to replicate complex calculations done in PL/SQL queries/procedures.
* Created various views of the data considering variety of users and their specific data needs, combined visualizations into Interactive Dashboards and publish them to the web.
* Created Dashboards with Combination Charts, Dual Axis Charts, Visualization-in-Visualization, with Quick Filters, Parameters, Groups, Sets, Table Calculations and Calculated Fields.
* Used Cross Database Joins and Data Blending for advanced analysis.
* Published Workbooks by creating user filters and security, so intended teams can view it.
* Used multiple measures like Individual Axis, Blended Axis and Dual Axis.
* Hands-on development, assisting users in creating and modifying worksheets and data visualization dashboards.
* Created visualizations using extracts on Tableau Server, Live Oracle connection, Flat files, Union, Custom SQL and other data sources.
* Projected and forecasted future growth by developing reports to show in detail.
* Performed end-to-end Data Analysis and ensured the data quality gaps are identified.
* Used commands in Tabcmd and Tab admin utility tool.
* Unit and Dev Tested visualizations by writing SQL queries and validated dashboards.
* Performed Tableau Admin duties that comprised configuration, creating sites, adding users, groups, managing licenses and data connections, scheduling tasks in the Tableau Server.
* Restricting the data for specific users using Row level security and User filters.
* Using Tableau Desktop created Interactive reporting dashboards by combining multiple views.
* Effectively used data blending, filters, quick filters, data source filters, global filters, context filters, actions, Hierarchies feature in tableau.
* Implemented best practices and standards in developing Tableau reports.
* Created queries to extract data from database for multi-dimensional analysis using Slice & Dice and Drill up/down functionality.
* Created highly interactive Data Visualization Reports and Dashboards using feature such as Data Blending, Calculations, Filters, Actions, Parameters, Maps, Extracts, Context Filters, Sets and Aggregate measures.
* Created Tableau dashboards using advance charts, drill downs, stack bars, bar graphs, scattered plots, geographical maps.
* Publishing customized interactive reports and dashboards, report scheduling using Tableau server.
* Utilizing Power BI (Power View) to create various analytical dashboards that depicts critical KPIs along with slicers and dicers enabling end-user to make filters.
* Utilizing Power Query in Power BI to Pivot and Un-pivot the data model for data cleansing and data massaging.
* Provided end user training.

Environment: Tableau 2021.3/2019.2 Server/Desktop, Oracle 12c/11g, PL/SQL, Power Bi, PostgreSQL Server, SQL Developer, SSAS Toad, DRIT