**Subramanian Selvaraju**

## Professional Summary

Seasoned Business Intelligence Engineer with 18+ years of experience, demonstrated history of designing and implementing BI solutions that enable organizations to leverage their data for strategic decision-making. With extensive knowledge of data modeling, ETL processes, Relational database, Cloud and Enterprise data warehousing has allowed me to successfully deliver complex projects that optimize information flow and improve business performance. Highly skilled detail oriented in selecting and integrating BI tools and have a strong proficiency in database management systems.

**Core Competencies**

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| --- | --- |
| * Solution Architecture and Design * Project Management | * Data Science * Business Intelligence |
| * Business Process improvement * Data and Analytics Strategy | * Big Data analytics * Data Governance |
| * Data Modeling | * Product management |
| * Data Warehousing | * Systems Development Life Cycle (SDLC) |
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**Work History**

**BI Solution Architect Harley-Davidson, Milwake** Aug 2022 – Till Now

**Responsibilities**

* **Collaborated with the marketing operations team(GTM)** **to develop a customer segment data model (CRM), contributing to a 60% growth in running campaign for vehicle sales.**
* Led end-to-end design and implementation of business intelligence solutions in fast paced environment for clients, ensuring alignment with their strategic goals and product design.
* Collaborated closely with executive leadership and cross-functional stakeholders to identify data requirements, establish KPI metrics, and translate them into actionable analytical solutions, driving a 15% improvement in operational efficiency.
* Leveraged advanced analytics tools and techniques to uncover insights from large datasets, creating data models,providing strategic recommendations to guide business strategy.
* Monitored the status,troubleshooting and optimize the performance of BI solutions, including query performance, ad-hoc queries,report rendering, and ETL processing.
* Implemented best practices and recommendations that improved data quality and data security aligned with data governance compliance.
* Worked with cross functional team to drive data onboard, security,cleaning, transformation, testing,resolving data issues and analytics creating value for business.
* Managed strategic initiatives and continuous improvement efforts across Harley’s marketing,Finance & VSA team.
* Orchestrated the integration of external data sources, expanding the breadth of available information for analysis and enriching user centred decision-making capabilities.

**Technical Architect Apple, Cupertino** Dec 2018 – Aug 2022

**Responsibilities**

* Leveraged an in-depth understanding of customer business dynamics to deliver tailored technical solutions. Utilized advanced proficiency in Tableau to provide impactful contributions aimed at elevating the productivity of AMP business users.
* **Spearheaded the integration efforts, resulting in the establishment of a singular source of truth. Notably, achieving an impressive accuracy rate of 95%.**
* Partnered with Product ,Data Science and Data Engineering teams to problem solving and identify trends and opportunities.
* Effectively applied Agile(Jira)proces sprint planning, managing entire business intelligence development life cycle.
* Designed and developed a robust data pipeline workflow from diverse sources, drive the integration and preparation of data for analytical and quantitative solution.
* Create detailed and standardized documentation for defining various data events, ensuring consistency and clarity.

**Technical Lead VISA, San Francisco** Nov 2015 – Aug 2018

**Responsibilities**

* **Provided statistics analytic solution that helped around 14K banks to identify and forecasting card holders who are eligible for Upgrades and Analyze Upgrade Opportunity.**
* Conducted collaborative weekly meeting and communicated status and roadblocks/issues to stakeholders and made proactive recommendations to remove roadblocks leading to the on-time delivery of the project.
* Evaluates all major system modifications and development requests to determine potential benefits and impact on business and information system operations.
* Proactively collaborates with Finance Business Unit to develop, support and implement self-service solutions
* Worked on development projects that were based on Data Virtualization concepts and created user interface in Denodo.
* Implemented data governance best practices designed to optimally retrieve and process data from various interfaces going into and out of Denodo Virtualization layer.

**Sr. BI Consultant Tech Mahindra, India** Oct 2007 – Nov 2015

**Responsibilities**

* Led interviews with stakeholders to identify key performance indicators (KPIs), metrics and develop customized UI/Visualization to track business performance and trends.
* **Conducted performance tuning and optimization of existing BI solutions, resulting in a 60% improvement in report generation speed and overall user experience.**
* Created views in Tableau Desktop that were published to internal team for review and further data analysis and customization using filters and actions.
* Involved in gathering, analyzing, and documenting business requirements, functional requirements and data specifications for converting Crystal Reports to BO reports
* Prepared high level test case, and detailed use cases based on system requirement.
* Led the design, development, and optimization of end to end business intelligence solutions, translating data into actionable insights for informed decision-making.
* Created Universes, classes, objects, contexts, derived tables as needed in Business Objects.
* Implemented data extraction, transformation, and loading (ETL) processes to ensure timely and accurate data availability for analysis and reporting.
* Leveraged advanced SQL querying and scripting to perform complex data manipulations and transformations, optimizing data quality and integrity .

**BI Consultant 3I Infotech, India** Oct 2006 – Oct 2007

**Software Engineer IBS Software Solution, India** Jun 2004 – Oct 2006

**Technical Skills**

**Tools :** Power BI,Tableau,R Studio, SAP Business Objects, Design Studio, Lumira,

Crystal Report XIR2, Denodo 6.0, Informatica 9.x, QlikView,OBIEE, Toad, SQL Developer, Erwin, Airflow,Git,excel,Attacama

**Languages :** SQL, Python, HTML, DHTML, Java, JavaScript

**Databases :** Teradata, Oracle,SQL Server, DB2, Progress 4GL, Greenplum

**Big Data :** Hadoop, HDFS, Spark,hive

**Data Science :** Numpy, Scipy, Matplotlip

**Cloud Technologies :** MS Azure, Snowflake,AWS

**Education**

**Bachelor Of Engineering(Electronics), Bharathidasan University,Trichy, India**

**Trainings & Certification**

**Datascience :**

* Data Visualization with Python
* Data Analysis with Python

**Tableau:**

* Tableau Author