**Sushma Kurella**

| [LinkedIn Profile](https://www.linkedin.com/in/sushma-kurella/)

**Summary:**

* Analytics professional with 8 years’ experience in Database Development, Data Analytics, and Business Intelligence across insurance, marketing, advertising industries.
* Proficient in Azure Databricks, Pyspark, Azure Data Lake, SQL, SQL Server, SSMS, SSIS, Tableau, SSRS, Power BI, and other BI tools / technologies.
* Expert in creating interactive dashboards and complex reports with Tableau.
* Skilled in transforming complex data sets into user-friendly metrics.
* Strong problem-solving, technical, and analytical skills, with a clear understanding of ER modeling for OLTP and Dimension modeling for OLAP.
* Experienced in writing complex SQL queries, stored procedures, views, and other database objects.
* Well-versed in managing and maintaining relational databases.
* Ability to work extensively with databases and extract data.
* Proficient in working with structured and unstructured data for ad-hoc reports and interpretation.
* Collaborative work with marketing and business managers to optimize customer responses and reporting.
* Basic web development experience using HTML, CSS, JQuery, and JavaScript.

**Education** **Rochester Institute of Technology**, NY May 2017

Master of Science: Information Technology

(Database Management and Analytics) GPA: 3.47

**JNTU University**, Hyderabad. June 2013

Bachelor of Technology: Mechanical Engineering GPA: 3.50

**Experience Nationwide Insurance. Fairfax, VA** Feb 2022 – To present

**Software Consultant.**

* Collaborated with business stakeholders to gather requirements and translated them into technical specifications for developers, facilitating effective communication between both teams.
* Executed a successful data migration project using the Data Hub Framework (DHF) architecture, ensuring a seamless transition of data from one source to another.
* Prepared STTM (Source to Target Mapping) documents to ensure alignment between business requirements and development efforts.
* Led and coordinated cross-functional teams during STTM and data modeling sessions, fostering collaboration and achieving project objectives.
* Developed complex dashboards and functionalities in Tableau to visualize and analyze data, providing valuable insights for decision-makers.
* Utilized Azure Databricks and PySpark to extract and process data, adhering to coding standards for reporting purposes and building interactive dashboards.
* Played a key role in migrating from Business Objects (BO) to Power BI, including training Power BI users and helping them navigate reports and explore advanced features, such as subscriptions, data export and custom report creation.
* Effectively coordinated with onshore and offshore teams, facilitating seamless communication, scheduling meetings, and ensuring that project requirements were readily available for development teams.
* Thrived in an Agile work environment, collaborating closely with data architects, tech leads, and other team members to report project timelines, proactively address potential delays, and maintain effective coordination for successful project execution.
* Participate in the high level and technical design requirements for project features, enhancements and change requests.
* Coordinate and conduct joint application development sessions with diverse business teams.
* Drive technical quality and plan complex data projects by analyzing moderate to complex end to end data product requirements and existing business processes to lead in the design, development, and implementation of data products

**Direct2Market Sales Solutions. Rochester, NY** May 2017 – Jan 2022

**Sr Analyst / Developer, Applications**

* Maintain and analyze daily sales, search for ways to increase revenue, determine best prices, content etc.
* Create tableau dashboards, stories for clients to provide analysis on the impact of their new products and the existing ones in the market based on sales data.
* Understand and track customer engagement and retention within a subscription business through each sales cycle.
* Worked closely with teams to develop comprehensive analytical reports to enable data-driving decisions to increase engagement and conversions of target customer segments.
* Query the data (TSQL) using SSMS and create reports using SSRS as per client requirements.
* Implemented a Predictive Ink Model (PIM) for our client Pitney Bowes, that helps us to contact the customer at the right time by calculating when their ink runs out based on data feed from previous billings and postage data.
* Assist internal and external stakeholders with data request, data reporting, and data validation.
* Maintain D2MSS - SQL Server databases include daily tasks – loading new data, manipulating data feed to application, maintaining users, sql jobs, backups etc.
* Create and maintain SSIS packages to automate daily/frequent data loads.
* Monitor and debug using SQL Profiler to identify any data related issues, query performance.
* Clean and standardize data using Microsoft Excel includes v-lookup, pivot tables, excel functions and VBA.
* Write stored procedures to automate and implement new reporting functionalities to .NET(C#) application based on requirements.
* Deployed the code to production and provided necessary support during the warranty period.
* Manage and publish changes to websites hosted on IIS. Configured FTP with IIS Manager, created new users to allow FTP for clients.
* Responsible for gathering, analyzing, validating, documenting, and managing the requirements.
* Provide estimates and design documents and gather requirements from business users.
* Implemented best practices, standards and procedures to encourage team consistency, efficiency, and maintainability.
* Involved in performance tuning at source, target, mappings, sessions, and system levels.
* Created automation scripts using shell scripts and wrote complex SQL queries for data extraction.
* Wrote python scripts to implement new custom functionalities for our .NET (C#) application using SQL Server 2008/2012.

**BlackRock. Wilmington, DE.** May 2016 – April 2017

**Database Administrator Intern**

* Trained to be fluent in perl and shell scripting skills for rapid application development.
* Developed perl scripts for data collection, health checking of partitioned tables and database metrics.
* Provided sql support, evaluated changes to database schema and assisted in updating the ER diagram.
* Performed analysis and comparison of BI tools including Tableau, Micro Strategy, QlikView, Qlik Sense.
* Integrated and developed various tableau reports based on design requirements using Tableau 10.3/10.4.
* Developed interactive dashboards - complex reports, calculated fonts, storyboards using data from multiple different sources
* Created powerful visualizations in tableau, alteryx for better understanding of the trends and behaviors of the hourly employees to provide actionable insights for business.
* Includes coding new functionalities using tableau programming, publishing reports to tableau online, scheduling automatic refreshes.
* Worked closely with the Director of Revenue on pressing needs and current projects.
* Extract and analyze data from various sources, including databases, manual files, and external websites.

**Tenet Partners. Rochester, NY.** Jan 2016 – Apr 2016

**Developer (Co-op)**

* Acted as primary front-end developer. Utilized knowledge of design, HTML, CSS and JavaScript to deliver advanced user interface and controls. Involved in updating websites for various fortune 500 companies.
* Worked on the design and development of the APM Terminals website, knowledge hub of port and terminal facilities.
* Migrated 150+ pages corporate website from one CMS into another while re-architecting the CSS to allow consistency between WYSIWYG and production.
* Integrated several key jQuery, bootstrap plug-ins to enhance user interaction with the report system.

**Skills** **Databases:** Azure Data Lake, SQL Server 2014/2016, Oracle, MySQL, Sybase

**Data Visualization Tools:** Tableau, Power BI, SSRS

**Version Controls:** SVN, GIT, Bit Bucket

**Languages:** Pyspark,.Net, T-SQL, SQL, PL/SQL, Python

**Data mining/ETL:** Weka, Pentaho Kettle, Informatica Power Center, Microsoft Excel (Pivot, Macros, Functions, VB)

**Other Applications:** Azure Databrick, Azure Data Factory, SSIS, SSMS, Access, AWS, S3, Visual Studio 2016