**Venkata Praneeth Varma Penumatsa**

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**SUMMARY**

* I'm a passionate problem solver with over 10+ years of experience as a Data/ BI Engineer/Analyst/ Tableau /Power BI working with companies like Amazon, Google, Microsoft, State Government, and IBM.
* Experience working in diverse domains (E-commerce, Banking, Health Care and Services). I want to leverage my acquired skills in Data Analytics, Data engineering and BI to identify opportunities and gain creative insights from large complex data.
* Extensive knowledge and experience in dealing with Relational Database Management Systems including Normalization, Stored Procedures, Constraints, Querying, Views, Joins, Keys, Indexes, Data Import/Export, Triggers, Cursors.
* Experienced in integration of various data sources like SQL Server, Oracle, DB2 UDB and Flat Files.
* Experienced GCP's object storage service which allows data analysts to store and retrieve large amounts of data in a scalable and durable manner.
* Developed paginated reports using tools like SQL Server Reporting Services (SSRS), Power BI Paginated Reports, or other similar platforms.
* Created tailored reports and dashboards in Power BI to meet specific business requirements, possibly involving ServiceNow data.
* Thorough knowledge of addressing Performance Issues and involved in query tuning, Index tuning, Data Profiling, and other database related activities.
* Strong knowledge of Data Warehousing methodologies and concepts, including star schemas, snowflakes, ETL processes, dimensional modelling, and reporting tools.
* Analyze, design, and provide technical solutions in a consultative capacity for business scenarios with strong understanding in Software Development Life cycle.
* Integrated Power BI with other Microsoft tools and services, such as SharePoint, Teams, or Excel. Explore APIs and connectors for third-party integrations.
* Created new ETL packages to validate, extract, transform and load data into data warehouse databases, data mart databases using SSIS packages.
* Well versed with Data Mapping Skills, Data Migration Techniques, Scheduling and Maintaining ETL Framework.
* Expertise in implementation and maintenance of Business Intelligence tools for analysts and executive dashboards.
* Created various data driven dashboards in SSRS/Power BI/Tableau as per business request.
* Have expertise in automating deployments in Azure and troubleshooting mechanisms for quick service.
* Expert in calculating measures and dimension members using multi-dimensional expression (MDX), mathematical formulas and user-defined functions.
* Have experience in working in a dynamic team setting while holding excellence in leadership skills. well versed in Agile development/SCRUM methodologies.

**PROFESSIONAL EXPERIENCE:**

**Amazon Search Team| Amazon, Palo Alto, CA**

**Power Business Intelligence Developer / Admin** **Aug 2022 to Present**

**Environment:** Tableau, Power BI, Quick sight, SQL, Paginated Reports, AWS suite, ETL Pipelines, Python, Excel, Statistics, DBs

**Responsibilities:**

* Collaborated with cross-functional teams, including product managers and data scientists, to identify key business metrics and develop KPI dashboards using Tableau.
* Implemented automated data quality checks and monitoring tools to proactively identify and resolve data quality issues.
* Connected Power BI to various data sources, including databases, Excel files, cloud services, and more.
* Resolved issues related to Power BI and ServiceNow, providing support to users, and ensuring system stability.
* Developed and implemented several ETL pipelines to derive various search segmentations and revenue data resulting in identification of key uptrends and downtrends in various product categories and regions
* Data Analysis and Visualization of key performance metrics using Quick sight and Tableau with curated dashboard which help track key metrics in Merchant Search across regions and product categories
* Designed and implemented data models in Power BI, defining relationships between tables and creating calculated columns and measures using Data Analysis Expressions (DAX).
  + Worked closely with stakeholders to understand their reporting needs and created customized reports and ad- hoc analyses to support data-driven decision-making at various organizational levels.
  + Conducted in-depth data analysis to uncover customer behaviour patterns and insights, resulting in a 10% increase in merchant engagements.
  + Worked closely with finance teams, executives, and other stakeholders to refine reports based on feedback and changing business needs.
  + Involved in created stored procedures, views, and custom SQL queries to import data from SQL server to Tableau.
  + Worked extensively with Advance analysis Actions, Calculations, Parameters, Background images, Maps.
  + Tested reports and uploaded Tableau dashboards onto the server and provided production support for Tableau users.
  + Developed paginated reports using tools like SQL Server Reporting Services (SSRS), Power BI Paginated Reports, or other similar platforms.
  + Ability to work quickly and under tight delivery deadlines with focus on details.
  + Hands-on development assisting users in creating and modifying worksheets and data visualization dashboards.
  + Created Data Integrator mappings to load the data warehouse, the mappings involved extensive use of simple and complex transformations like Key Generator, SQL Query Transform, Table Comparison, Case, Validation, Merge, lookup etc. in Data flows.
  + Work with business owners to identify information needs and develop reporting; primary partners include the management team, finance & accounting, marketing, online retail, merchandising and operations.
  + Prepared many other reports by using master details, crosstabs, slice and dice and drill mode as per the requirement of the end-uses.

**Microsoft | Seattle, WA Sep 2020 to Jul 2022**

**Sr. BI / Tableau Developer**

**Environment:** SQL Server, Power BI, Azure Devops, Linux, SSIS, Azure Data Factory, Azure Functions C#, Data studio, Flow/Logic and DAX, SCRUM

**Responsibilities:**

* + Design data architecture and drive database management strategies for complex customer data, feeding crucial reporting and analytics reports with Power BI with high data quality and low downtimes.
  + Developed and implemented data quality frameworks to assess and improve data accuracy, consistency, and completeness.
  + Connected Tableau to various data sources, including databases, spreadsheets, and cloud-based data warehouses. Integrating and transforming data to create a unified view for analysis.
  + Wrote complex, time-sensitive and performance efficient stored procedures to support customer managers. Experience working in a fast paced and cross functional environment with quick turn-around time.
  + Developed reporting dashboards using Power BI for Microsoft Leadership as part of the Customer Service Manager Program. Helped identify customer revenue potential and operational decision making to drive business.
  + Created interactive and visually appealing dashboards and reports using Tableau.
  + Written optimized queries in SQL, Kusto and DAX and created data pipelines to design customer crucial monitoring dashboards.
  + Have ability to integrate forecasting models into Power BI for dynamic financial projections.
  + Designing CI/CD pipelines for a central datahub for Microsoft's Business Application data warehouse and ADL
  + Provided training to end-users and creating documentation that explains how to use Tableau dashboards and reports.
  + Involved in SSIS Package creation from package design documents to package build.
  + Involved in Unit testing of the SSIS extract packages and also building validation packages to check the accuracy of the migrated data.
  + Built table relationships and wrote stored procedures to clean the existing data.
  + Coordinated with front end developers to put in the business rules. Wrote a stored procedure to check some of the rules at the backend at the time of entering data.
  + Developed SQL Scripts to Insert/Update and Delete data in MS SQL database tables.
  + Developed the project using an iterative approach.
  + Created new SSIS packages according to business rules.
  + Participated in creating reports using SSRS.
  + Created various ad-hoc SQL queries for customer reports, executive management reports and types of report types like tables, matrix, sub reports etc.
  + Generated Sub-Reports, Drill down reports, Drill through reports and Parameterized reports using SSRS.

**Google Shopping | Mountain View, CA Mar 2018 to Apr 2020**

**Sr. BI / Data Analyst**

**Environment:** R Scripting, MySQL, Google SQL, Python, JavaScript, Tableau, Google dashboarding, Kaizen, Seven-Step, SCRUM

**Responsibilities:**

* + Built databases to efficiently store and report key abuse related features across Google Shopping. Application developed to detect abusive orders with a recall of 60% using Python, SQL and App script.
  + Worked with GCP's fully managed stream and batch processing service which enables data analysts to design and implement data pipelines for ETL (Extract, Transform, Load) and real-time data processing.
  + Enabled real-time abuse monitoring using tableau dashboards. Developed an auto alerting solution for
  + Payment Abusers with customizable thresholds. This helped drive reduction in transactional losses by 50%
  + Created framework, designed custom SQL queries and databases for investigating 50K+ orders. Took initiative, built consensus and led a team of 4 analysts to create a structured process for order investigations.
  + Experienced in Data analysts which can automate the transfer of data from various Google-owned sources (such as YouTube, Google Ads) into Big Query for analysis.
  + Led the analysis, design and implementation of projects/solutions that drove improvements in crucial business metrics (Order Defect Rate, Delivery Defects) closely linked with end customer satisfaction.
  + Conducted data profiling and analysis to assess data quality issues and identify improvement opportunities in Order placement.

**Maryland State Department of Health, Baltimore, MD May 2017 to Feb 2018**

**MSBI Developer**

**Environment:** SQL Server 2014/2012/2008/2005, SSIS, SSRS, QlikView, Visual studio 2008, FACETS.

**Responsibilities:**

* + Actively participated in interaction with users, team lead, DBA’s and technical manager to fully understand the requirements of the system.
  + Implemented Functions, views, triggers and stored procedures and enforced business rules via checks and constraints.
  + Created indexes on selective columns to speed up queries and analyses in SQL Server Management Studio.
  + Worked with ETL team to resolve some of the data (ETL) issues (SSIS is used to move the data from FACETS.
  + Used Execution Plan, SQL Server Profiler to trace the slow running queries and tried to Optimize SQL queries for improved performance and availability.
  + Generated reports using SSRS, Excel (Pivot) that could be used to send information to diverse groups of users, clients, and managers.
  + Used SSIS to create ETL packages to validate, extract, transform and load data to data warehouse databases, data mart databases.
  + Responsible for creating the reports based on the requirements using SSRS.
  + Data migration (import & export –BCP) from Text to SQL server.
  + Designed SQL SSIS Packages in Business Intelligence Development Studio (BIDS), to extract data from various data sources such as Access database, Excel spreadsheet, and flat files into SQL Server 2008, 2005 for further Data Analysis and Reporting by using multiple transformations provided by SSIS such as Data Conversion, Conditional Split, Bulk Insert, merge and union all; Scheduled and maintained nightly and weekly loads of data by creating the corresponding job tasks in Visual Studio 2008.
  + Supported Application Development team with any database issues, updates or new releases. Support included deadlock issues, best practices in structuring SQL Queries, debugging unexpected SQL results, etc.
  + Build reusable macros to control QlikView objects for ease of use by the users.

**New York State Department of Health, Albany, New York**

**SQL BI / MSBI Developer Dec 2016 to May 2017**

**Environment:** SQL Server 2014, Data Tools (SSIS, SSRS), GIT, MS-Excel, Azure, REST API, Power BI, T-SQL, PL/SQL, Tableau, JIRA

**Responsibilities:**

* + Involved with Business Analysts to gather requirements and translate requirements to develop strategies and governance practices that help move the business forward.
  + Analyse the scope of customers’ requirements for data migration projects, design and document solid migration plans and deliver migration services.
  + Involved in bulk Data Migration from different sources to SQL Server 2014 as per project needs for data analysing using SSIS.
  + Created views to restrict access to specific rows and columns in tables for security.
  + Involved in designing databases by applying Stored Procedures and Constraints according to business logic.
  + Developed ETL using SQL Server Integration Services (SSIS) and SQL Server Reporting Services (SSRS) from disparate data sources on strong understanding of source and target data structures, ETL processes and Data warehouse schemas.
  + Developed and modified triggers, packages, views, functions and stored procedures for data conversions and PL/SQL procedures to create database objects dynamically based on user inputs.
  + Removed duplicate values by creating packages in SSIS using Lookup and Fuzzy Lookup.
  + Utilized parameters to configure SSIS packages, improving the migration process.
  + Involved in creating calculated members, named set, advanced KPI’S for the SSAS cubes.
  + Utilized parameters to configure SSIS packages, improving the migration process.
  + Developed Incremental Load using SCD in SSDT Visual Studio to load updated data from clients.
  + Design and develop Reports from Data Warehouse using SSRS & SQL Stored Procedures.
  + Designed ad-hoc reports in excel power pivot and shared them using Power BI to the decision makers for strategic planning.
  + Created Stored Procedures, Views, and Packages for the business logic using T-SQL.
  + Involved in Creation of Dimensions using star, snowflake Schema and Slow Changing Dimensions (SCD) in SSAS.
  + Conducted technical evaluation and proof of concept programs evaluating and implementing new technologies and tools.
  + Migrated virtual machines and applications from the cloud to AWS.
  + Experienced mentoring MSBI interns in the company with the architecture and making familiar with OLTP data.

**IBM, Hyderabad, India Aug 2014 to Jun 2015**

**Systems Engineer/Analyst**

**Environment: MySQL, Splunk, Core Java, Microsoft Suite, SSRS**

**Responsibilities:**

* + Product ownership of Bank's critical batch payment platform. Drove several projects to improve platform load handling capability and reduce product vulnerabilities. System outages cut down by 80% within a year.
  + Enhanced the operational work flows via process improvements and built data warehousing capabilities to drive report automation, improving turn-around time by 50%
  + Collaborated with bank's BPAY, Development, Front End and Product design to derive important customer metrics (Retention Rate) to bolster data- driven decision making
  + Advanced SQL scripting to store and retrieve user sensitive data and complete several ad-hoc data requests in a time sensitive environment

**EDUCATION**

* + Masters in business Analytics from W.P Carey School of Business (ASU) Tempe, USA
  + Bachelor of Technology, Electronics and Communication from Amrita School of Engineering - Bangalore, India