**Vinay Mamidi**

**Senior Business Data Analyst**

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**PROFESSIONAL SUMMARY:**

* Around 8 years of professional experience as a Data Analyst with good experience and understanding of architecture, design and operation of large-scale data and analytics solutions on multiple different databases and with Snowflake and Cloud Datawarehouse technologies.
* Solid hands-on experience of data model repository, documentation in Meta data portals in such as Erwin, ER Studio and Power Designer tools.
* Solid Excellent experience in creating cloud-based solutions and architecture using Amazon Web services, Amazon RDS, and Microsoft Azure.
* Developed Data Mapping, Data Governance, and Transformation and Cleansing rules for the Master Data Management Architecture.
* Hands on experience in building data models and build end to end pipelines.
* Experience in data cleansing, data transformation, data mapping specifications from source to target database.
* Extensive experience working with XML, Schema Designing and XML data.
* Experience with Google Cloud infrastructure management, including setting up and managing Google Cloud Virtual Machines, managing storage using Google Cloud Storage, and managing network configurations using Google Cloud Networking..
* Proficient in data mart design using dimensional data modeling - identifying Facts and Dimensions, Star Schema and Snowflake Schema.
* Built the data pipelines that will enable faster, better, data-informed decision-making within the business.
* Experience in designing Conceptual, Logical and Physical data models using Erwin, Sybase Power Designer and ER Studio data modeling tools.
* Expert in writing SQL queries and optimizing the queries in Oracle, Teradata, and SQL Servers.
* Experience in designing SQL queries using joins, sub queries, functions, indexes, views materialized views, set operators, group by, OLAP functions.
* Experience in Data Extraction/Transformation/Loading (ETL), Data Conversion and Data Migration using Microsoft SQL Server Integration Services (SSIS) and Informatica.
* Extensive experience with Informatica PowerCenter and Power Exchange for designing, developing, and maintaining ETL workflows for data integration and migration between various data sources and targets.
* Experience in using Business intelligence tools like Tableau and Power BI for visualizing and analyzing of data.
* Extensive experience working with business users/SMEs as well as senior management.
* Hands on experience in SQL queries and optimizing the queries in Oracle, SQL Server, DB2, and Netezza.
* Experience in Designing and implementing data structures and commonly used data Business Intelligence tools for data analysis.

**TECHNICAL SKILLS:**

**Databases:**SQL Server 2017/2016/2014/2012/2008 R2/2008, Oracle 8i/9i/10g/11g, MYSQL

**Database Tools:**SQL Server Management Studio, Performance Monitor, Query Analyzer, Query Optimizer, SQL Profiler, Data Transformation Services (DTS), ETL, Bulk Insert and BCP, ODBC, Business Intelligence Development Studio (BIDS), SQL CMD.

**Reporting Tools:**SSRS, Report Builder, Focus, Power BI, Tableau

**Languages:**T-SQL, MDX, PL/SQL, Shell Scripting, LINUX, , XML, XMLA

**OLAP:**SQL Server Reporting Services (SSRS), SSIS, Crystal Reports 9.0/8.5, OLAP, Erwin, Tableau, Power BI

**Change Management Tool:**Tortoise SVN, Visual Source Safe (VSS), Team Foundation Server (TFS)

**IT Processes:**Software Development Life Cycle (SDLC), Agile, Waterfall, Iterative

**Methodologies:**Agile, Waterfall, Scrum, SDLC

**PROFESSIONAL EXPERIENCE:**

**Safeway, CA Feb 2022 to Present**

**Business Data Analyst**

**Responsibilities:**

* Involved in Data Migration from Oracle Legacy to SQL using SQL Navigator and SQL Management Studio.
* Interacting with business users/clients to understand the requirements and being involved in the functional study of application.
* Understanding existing changes, upgrades, migrations, tickets closing audit/exception & performing the impact analysis for the new/change requirements.
* Experience in data profiling and analysis, including identifying and resolving data quality issues, performing data validation, and cleansing, and developing data quality metrics, SAS.
* Experience in conducting user research and user testing to understand user behavior and preferences and incorporating these insights into web traffic analysis and optimization efforts.
* Experience in using web traffic analysis to support digital marketing efforts, including SEO, SEM, and social media marketing.
* Involved in gathering the requirements from BSA and involved in the meetings held with BSS for the design approach
* Involved in Analysis, profiling, and cleansing of legacy data and hence making the data available for further use.
* Engage users to gather software requirements rules and ensure alignment with development teams.
* Created STTM documentation for data mart integrating different source systems. Involved in documentation of Data Mapping & ETL specifications for development from source to target and implemented the change Data Capture (CDC) while integrating the enterprise data sources.
* Provided technical assistance for the development and execution of test plans and cases as per client requirements.
* Experienced in working with Spark ecosystem using Spark SQL and Python on different formats like text files, Avro, Parquet, and CSV files.
* Hands-on working experience with Azure cloud services such as ADF, Azure Databricks, and Azure SQL Server.
* Collaborated with data engineers to design and implement scalable data pipelines in Databricks for processing large-scale datasets.
* Implemented data quality checks in Databricks to ensure the accuracy, completeness, and consistency of data.
* Developed and maintained ETL workflows in Azure Data Factory to orchestrate the data movement between various data sources and destinations from the legacy and created batch files that execute the ETL scripts which invoke SSIS packages.
* Prepared scripts to ensure proper data access, manipulation, and reporting functions with Python and SQL.

**Environment**: SQL/Server, Oracle 9i, MS Office, Teradata, Informatica, ER Studio, XML, Hive, Spark, Azure cloud (ADLS, SQL server, ADF), Sqoop, R connector, Python, R Studio, Tableau.

**Fannie Mae, Washington, DC Mar 2019 to Nov 2021**

**Data/ Business Analyst**

**Responsibilities:**

* As a senior data analyst used cloud-based architectures to build and deploy data analytics applications using Amazon Web Services (AWS)
* Developed data processing workflows in AWS Data Pipeline to extract, transform, and load data from various sources.
* Experience with Quick Sight for data visualization to allow data analysts to design interactive reports and dashboards for effective data analysis and reporting purposes.
* Collaborated with business stakeholders to develop and document policies and procedures surrounding Data Stewardship and Data Governance.
* Worked closely with business stakeholders to understand their requirements and translate them into ETL workflows.
* Excellent working experience with Snowflake Database, and migrated datasets to move into snowflake environment and have done the gap analysis.
* Developed customized reports and dashboards using SQL and visualization tool, Tableau.
* Automated recurring reports using SQL and Python and visualized them on Tableau.
* Involved in collecting, processing, analyzing, and reporting social media data of specific research topic.
* Conducted A/B testing and other statistical experiments to evaluate the effectiveness of marketing campaigns, product features, or other initiatives, STTP.
* Experience with data warehousing: Understanding of data warehousing concepts and tools can be helpful when working with large data sets in Spark.
* Experience in providing post-implementation support for Oracle Fusion ERP, including user training and issue resolution.
* Collaborated with healthcare IT teams to implement healthcare data quality controls and processes to ensure healthcare data integrity and consistency across healthcare systems and platforms.
* Performed data mining, data cleaning & explored data visualization, techniques on a variety of data stored in spreadsheets and text files using R and plottingthe same using with R packages.

**Technical Tools**: Ewrin, Data Modelling, SQL Server, Excel, Snowflake, Kafka, Spark, Python, Data Lake, AWS, Hive, Rest API, Agile Methodology, Snowflake, Power BI.

**Macys, Atlanta GA Sep 2017 to Feb 2019**

**Data Analyst**

**Responsibilities:**

* Documenting Business, Functional, and Non-functional requirements for Agency and District Growth Model.
* Worked on catapulting data from Teradata to snowflake to consume on Databricks.
* Produced routine and ad hoc reports, to respond to immediate customer request.
* Written T-SQL statements for retrieval of data and involved in performance tuning of TSQL queries.
* Employed Oracle database to create and maintain Data Mart.
* Creating high level Data flow diagrams using Microsoft Visio.
* Propose the effort estimate for the changes as they come in andmanage and deliver changes as discussed
* Ad hoc reporting utilizing such languages and applications as EXCEL, SQL, COGNOS
* Designed high level ETL architecture for overall data transfer from the OLTP to OLAP with the help of SSIS.
* Designed data models using Erwin. Developed physical data models and created DDL scripts to create database schema, star schema and database objects.
* Design and develop (ETL) packages for loading data from DB2, Oracle 10g and Flat files to SQL Server 2008 R2/2012 Database
* Involved in creating Table Reports, Matrix Reports, Parameterized Reports, Sub reports
* Utilized Quality Center to track Defects/Change requests.
* Utilized Share Point as a document repository.
* Involved in Production support and Data Certification activities.
* Responsible for independently investigating/researching issues, determining impact, and providing solutions.

**Environment:** SQL/Server, PL/SQL, Oracle 9i, MS-Office, Teradata, Databricks, ER Studio, XML, Business Objects, 2012/2014 SQL Server, Cognos, Tableau, QlikView

**GE, Waukesha, WI Jul 2016 to Aug 2017**

**BI Developer**

**Responsibilities:**

* Communicating with business users to deliver reports and other user interfaces that drive business value efficiently and effectively leverage the use of data with VBA and Excel.
* Creating packages to Extract, Transform and Load data using SQL Server Integration Services (SSIS) into local databases to facilitate reporting operations. Loaded the Fact and Dimension tables.
* Implemented Complex Logging in SSIS Packages.
* Created SSIS packages to load data into Data Warehouse using Various SSIS Tasks like Execute SQL Task, bulk insert task, data flow task, file system task, send mail task, active script task, xml task.
* Created the automated processes for the activities such as database backup and SSIS Packages to run sequentially using SQL Server Agent job.
* Created SQL Server Profiler traces & used with Database Tuning Advisor (DTA) for optimum performance of queries.
* Designed and developed Power BI graphical and visualization solutions with business requirement documents and plans for creating interactive dashboards.
* Generated ad-hoc reports in Excel Power Pivot and sheared them using Power BI to the decision makers for strategic planning.
* Created reports utilizing SSRS, Excel services, Power BI and deployed them on SharePoint Server as per business requirements With Excel and VBA.
* Made changes to the existing Power BI Dashboard on a regular basis as per requests from Business.
* Developed reports, dashboards, and SQL queries using Tableau. Worked on gathering data requirements from different sources and data cleansing.
* Defined best practices for Tableau report development. Reviewed basic SQL queries and edited inner, left, and right joins in Tableau Desktop by connecting live/dynamic and static datasets.
* Used SQL queries at the custom SQL level to pull the data in Tableau desktop and validated the results in Tableau by running SQL queries in Teradata SQL Assistant.
* Generating various Monthly, Quarterly, Bi-Yearly, Yearly and random ad-hoc reports using SQL Server Reporting Services (SSRS) for various business users.
* Generated Sub-Reports, Drill Down reports, Drill through reports and Parameterized reports using SSRS. Deployed all the reports to reporting server, SharePoint, Excel & PDF and provided Documentation support on SSRS 2016 as assigned.

**Environment:** MS SQL Server 2016/2008 Visual Studio2012/2010, Windows 7, SSIS, SSRS, Report Builder 3.0, SQL Profiler, SQL Server Agent, Google Analytics, MS Excel, Power Pivot.

**IBing Software Solutions, Hyd, India May 2015 to Jun 2016**

**SQL Server Developer**

**Responsibilities:**

* Developed Database Triggers to enforce Data integrity and additional Referential Integrity.
* Involved in designing Flow charts, office layout for the business users and professionals using **VISIO**.
* Created **SQL** reports, data extraction and data loading scripts for different databases and schemas.
* Developed **SQL Queries** to fetch complex data from different tables in remote databases using joins, database links and formatted the results into reports and kept logs.
* Wrote Transact SQL utilities to generate table insert and update statements.
* Involved in performance tuning and monitoring of **T-SQL blocks.**
* Managed the entire ETL process, involving the access, manipulation, analysis, interpretation and presentation of information from both internal and secondary data sources to customers in sales area.
* Involved in developing report using **SQL Server Report Services.**
* Wrote T-SQL procedures to generate **DML** scripts that modified database objects dynamically based on user inputs

**Environment:** MS SQL Server, T-SQL, Stored Procedures, SQL Server Enterprise Manager, ETL,SSRS, SQL Server Query Analyzer, SQL Profiler.

**Educational Summary:**

Bachelors in computer science, JNTU Hyderabad May 2015