

# Vinita Rai

**Mail id: Vinita89.ra@gmail.com**

#Mysore road,Bangalore560026

**Mobile: +91 7204272910**

## Profile Summary:

- ◆ Overall **3 above** years of experience in the areas of **Data Quality, Data Analysis, Reporting, Digital Marketing, Data upload, business analysis, Google Analytics and Data Profiling.**
- ◆ Proficient in working on various database and tools like **Oracle Database, SQL Developer, MS- Excel, OEDQ (Oracle Enterprise Data Quality), IM (Integration Manager).**
- ◆ Experience in **Data Quality Projects, Data upload project, Title mapping project, reporting on Data quality activities.**
- ◆ Experience comprises of **Data Quality activities, Data Cleaning, Data Preparation, Data validation, Data Analysis and Reporting** using **SQL, OBIEE, OEDQ, and Excel.**
- ◆ Ability to work in a fast paced environment and under deadlines.
- ◆ Ability to collaborate with peers in both, business, and technical areas, to deliver optimal business process solutions, in line with corporate priorities.
- ◆ Document various **Data Quality mapping** documents.
- ◆ Supports the global marketers teams (Regions: APAC, EMEA, NA and LAD) through a wide range of marketing data analysis activities and Data profiling.
- ◆ Expertise in Microsoft Office Packages, Advanced Excel Functions, **Pivots & Charts, VLOOKUP, HLOOKUP, CONDITIONAL FORMATING, DATA VALIDATION, DATA CONSOLIDATION**
- ◆ **Work Experience:**

Worked as **Data Analyst** in **Oracle India Pvt Ltd.** from June 2018 to present

Worked as **Data Quality & Digital marketing Analyst** in **Cloud9i Pvt Ltd.**

- ◆ Worked as **Data Quality & Digital marketing Analyst** in **Xiphias software technology**

- ◆ **Technical Skills:**

- ◆ Oracle Database (10g/11g/12c) using **SQL**
- ◆ **OEDQ (Oracle Enterprise Data Quality)**
- ◆ Case Management
- ◆ MS-OFFICE
- ◆ **IM - Integration Manager** tool to get DUNS (**Data Universal Numbering System**) numbers which provides commercial data
- ◆ Advance Excel
- ◆ Fusion sales cloud

## Adaptive Skills:

- ◆ Good verbal and written communication skills.
- ◆ Good project / time management, and organizational skills. Good attention to details. Able to multi-task, work under pressure.
- ◆ Ability to work in teams as well as work independently.

## **Projects:**

**Domain Enrichment Report:** A Case and workflow build in OEDQ to find the missing domains for the accounts in Cxd.

**CXD Upload Tool:** Web application tool on database to upload Third party data from different vendors and process the data to the CXD database. End to end report on the file uploaded through the tool.

**Audience Management:** categorize titles into buckets that can more easily be used for segmentation, reporting and lead scoring.

**Data Management :** uploading contacts/response data (including Event Data, Response Data, Purchased Data, Acquisition Data and Contact Preferences) from marketing campaigns and events into CXD for lead flow and follow up. Review the topic areas below for guidance on the upload process for each area.

**Data Cleaning through Loqate:** Loqate is a tool to clean the Address attributes of the customers which are incomplete and wrong with the geographical locations.

**Accounts Cleaning through IM (D&B):** IM is the tool to give the DUNS (Data Universal Numbering System) numbers which provides commercial data of every Account. I am the point of contact for Global Marketing Shared Services for Oracle.

**Data Segmentation for the List Management Team:** Used to handle the Quality of the data giving out to the List Advisors, Event managers, Campaign managers, Sales managers and other internal teams from the List Management team.

**Aux Data Refresh :** Monthly refresh in classification table for Cxd marketing data to display in Cxd Endica dashboard.

**Case Management Contacts Profiling :** Set of cases built to find patterns, junk values, missing values from Cxd and that would assign the cases automatically to Data quality team.

**Account Segmentation:** Data cleaning activities from different data systems to one system by segregating by source and other Quality aspects.

## **Roles & Responsibilities:**

- ◆ **Measure data quality:** Design, collect, analyze, and report on data quality assurance / production performance metrics to the management, customers on monthly, weekly and daily .
- ◆ **Manage data quality documentation:** Define and maintain data standards, definitions, and models (e.g. data dictionary, organizational data model. This may also include any DQA documents such as checklists, guidelines, manuals, templates, forms, etc.
- ◆ Ensure enforcement of organization's data privacy policy.

- ◆ Interact with cross functional teams and also external customers to understand the data quality required and implement accordingly.

**Education Qualification:**

- ◆ Bachelor of Technology in **computer science** Engineering (B-Tech) from RGPV university in 2014.
- ◆ Board of Intermediate Education from MP State board in 2010.
- ◆ Board of Secondary Education from MP State board in 2008.

**Values & Beliefs:**

- ◆ Passionate about something outside of work.
- ◆ Ability to learn new skills as corporations change strategies to stay competitive.

**Date:**

**Signed:**

**Location: Bengaluru**