**AESHNA GUPTA**

**Technical Business Consultant / Technical Project Manager**

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**Dallas, TX**

**SUMMARY:**

* 12 years of IT experience with expertise in Requirement Gathering, Analysis, Design, Development, Administration, Testing, Data transformation and Implementation of Data warehouse/ Business Intelligence Applications
* Strong experience in working with Enterprise Data Warehouse Frameworks and direct experience with BI or Data warehousing projects over the full development lifecycle.
* Data management professional providing leadership in the design and development of MDM, Data Governance.
* Good experience on Snowflake development and admin side.
* Good experience in creating pipelines in Azure Data factory and connecting to various data sources.
* 8+ years of experience as SQL developer and experienced in creating and using Stored Procedures, Triggers, Views, User Defined Functions, Sub - Queries and Joins for complex queries involving multiple tables.
* Experience in data warehousing projects including data analysis, data integration, dimensional modeling, database design and development.
* Strong experience as a technical business consultant for interacting with businesses in technical and business language.
* Worked on creation of advanced schema objects as well as public objects including advanced reporting with different types of filters, prompts, metrics, and data blending with best practices.
* Created custom SQL queries and developing the reports/dashboards based on business requirements.
* Delivered best practices and performance optimization techniques for development and administration process and documentation of the data platforms.
* Strong knowledge and experience in writing advanced SQL queries in Oracle and MS SQL server
* Advanced knowledge in creating stored procedures using T-SQL
* Proficient in SQL Server and T- SQL (DDL and DML) in constructing Tables, Normalization/ Denormalization techniques on database Tables.
* Working experience in Relational Database Management systems (RDBMS), Star Schema and Multi-dimensional Data Modeling
* Experience with data warehouse concepts such as Facts, Dimensions, Measures, Star, and Snowflake schema
* Extensive experience in MicroStrategy reporting tool suite.
* Designed SSIS Packages for data movement and data transformation.
* Extensively used SSIS transformations such as Lookup, Derived column, Data conversion, Aggregate, Conditional split, SQL task, Script task etc.
* Good knowledge in latest cloud technologies and tools available for data ingestion, processing and warehousing.
* Good knowledge in Power BI reporting tool and writing DAX queries in Power BI
* Good experience in Azure cloud services like Azure SQL database, Azure Data factory, Azure Storage for data warehousing
* Good knowledge of Big data technologies and building data pipelines using Apache Spark
* Good knowledge in handling large Datasets using Partitions, Spark in Memory capabilities, Broadcasts in Spark, transformations during ingestion process itself.
* Good knowledge in Python and Scala and familiar with structured streaming using Spark
* Knowledge and experience in Agile development methodology
* Good interpersonal skills with demonstrable verbal and written communications to maintain effective work relationships with all levels of personnel and ability to work on multiple projects.
* Good presentation skills, willing to learn, adapt to new technologies and third-party products.

**TECHNICAL SKILLS:**

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| --- | --- |
| BI tools Reporting | Microstrategy, Power BI, QlikView, Reltio MDM |
| Databases | Snowflake, Azure SQL, Oracle 10g/11g, Microsoft SQL Server |
| Other Skills | Agile/Scrum methodology, Python, SQL, Unix, Data Modelling, Big Data concepts, Spark |
| ETL tools | Azure Data Factory, Informatica, SSIS, Fivetran |
| Operating System | Windows, Linux |

**WORK EXPERIENCE:**

**Employer:** Integrity Marketing Group, Dallas, TX Sep 2021 – Present

**Role:** Technical PM and Management Consultant

**Summary:** Working as a Technical PM to implement Reltio MDM on Consumer360 data. Handling teams from multiple vendors and acting as an interface to the leadership for project status and timelines.

**Responsibilities:**

* Managed team to identify scope and derive a roadmap for implementation of a data governance program. Developed SOW and project plans for future phases of the MDM solution.
* Worked with various business teams to gather data from different data sources to implement Consumer360 program.
* Hold regular technical team meetings to determine progress and address any questions or challenges regarding projects
* Defined clear deliverables, roles and responsibilities for resources required for specific initiatives and sub-tasks
* Strong knowledge in agile framework and breaking down large projects into tasks in an agile process
* Analyzed the business needs, created documents, and implemented business use cases from the Consumer360 platform and Reltio MDM solution.
* Helped in various business process improvements and implementation of new tools and technologies.

**Employer:** Integrity Marketing Group, Dallas, TX Aug 2020 – Aug 2021

**Role:** Data Analytics Lead

**Summary:** Working as a data analytics consultant for onboarding data from new business units and loading into enterprise data warehouse and using Power BI for building dashboards and analytical reports in insurance domain.

**Responsibilities:**

* Worked on Azure Data Factory to import data from various sources like REST API, CRM APIs, web crawls, AWS databases and performing data ingestion into Azure SQL databases.
* Performing data transformation activities to transform data into facts and dimensions.
* Working as Snowflake lead admin as project migrating to Snowflake DB
* Created stored procedures, tables, and database objects in database to perform data mapping and transformations.
* Created Azure Data factory pipelines for incremental load, full data load, partial data load.
* Also supporting reporting platform on Microstrategy and Power BI.
* Working as Snowflake lead developer and admin.
* Improved and developed business processes to help in reusability and faster resolutions. Reduced the resolution time of fixing daily prod issues by 50%
* Working as a Technical lead on the frontline acting as first point of contact for the new business units which get recently acquired by Integrity.
* Interact with new clients on a regular basis and make them familiar with the data onboarding process and collect information from their database systems.
* Also acting as technical business consultant to understand any concerns or requirements from the new businesses and address it with the help of core technical teams present at our offshore.
* Also working with clients to help them in getting migrated to Integrity’s product IMAS and ensuring that they are achieving maximum value from their use of the product.
* Worked on building a new product ‘Medicare Center’ which enables insurance agents to sell on a digital platform.
* Leading a team present in multiple time zones and training new resources on business processes.

**Client:** Coca Cola, Atlanta, GA Feb 2018 – Aug 2019

**Employer:** Accenture, Gurgaon, India

**Role:** Data Analytics Consultant

**Summary:** The project consisted of creating a set of dashboards for each business group in Coca-Cola which were based in different geographical locations and providing technical support to the business to maintain these dashboards. These dashboards were then replicated into Power BI to compare the performance efficiency. These dashboards were based on MSTR Intelligent cube and customized templates.

**Responsibilities:**

* Implemented reusability of existing objects in reporting environment and reduced efforts, of 60 manhours per implementation, to create multi-region dashboards for different business groups.
* Getting the requirements from the business and translate their business requirements into technical design documentations.
* Building and publishing customized interactive dashboards and report scheduling using Microstrategy intelligence server
* Designed, created, and maintained OLAP cubes used for reporting by adding dimensions and measures as required.
* Defined activities and work requirements for each sprint in the agile process
* Coordinated and lead all daily team meetings along with brainstorming sessions; provided leadership support in report creation
* Worked on designing Logical and Physical data models based on report requirements
* Developed the semantic layer, metadata, reports, and report definitions.
* Worked on creating SQL queries for data validation and creating aggregate tables
* Created Stored procedure, Views, Cursors and functions to support application
* Tested the reports for functionality, data, look and feel
* Implemented data level security for users & groups by implementing security layer and by creating user groups with defined access
* Created Complex ETL Packages using SSIS to extract data from staging tables to partitioned tables with incremental load.
* Created SSIS Reusable Packages to extract data from Multi formatted Flat files, Excel, XML files into UL Database and DB2 Billing Systems.

**Client:** Scottish Power, Glasgow Dec 2016 – Aug 2017

**Employer:** Accenture UK

**Role:** Lead BI Consultant

**Summary:** The project consisted of creating dashboards on Microstrategy reporting tool to answer business questions on vendors/contractors of the company. Scottish power gives contracts to different vendors to fix customer issues regarding advanced electricity meters. These dashboards provided insights to compare vendors and their billing rates. These dashboards also gave insights on their new smart metering capability.

**Responsibilities:**

* Worked at onsite client location in Glasgow, United Kingdom as a Data SME.
* Designed reporting solutions according to user specifications to bring a value to the data and solve complex business requirements
* Delivered the project in lesser amount of time than planned and saved 20% of the project cost
* Configured MicroStrategy database instances, Project & Project sources
* Setup of Development, Testing and Production environment
* Responsible for understanding user requirements (Facts, Attributes, Prompts, Filters, Custom Groups, Consolidations and Metrics) for Ad-hoc Reporting
* Maintained optimal performance of MicroStrategy Reporting application
* Managed Developer/Architect and Administration functions for the application
* Maintained Admin tasks like License/User Management, Security Filter implementation, Schedules, Events and Subscriptions
* Migrated reports from other reporting platforms to Microstrategy
* Post-production support and troubleshooting
* Managed and set up end user development team for MicroStrategy trainings
* Provided user support for report development and testing
* Provided support for relational database structures, theories, principles, and practices.
* Interacted professionally with a diverse group, including executives, managers, and LOB.
* Gave sessions on Microstrategy key features and functionality to client BI team
* Exhibited excellent analytical, problem solving and debugging skills and comprehended business processes and problems to effectively develop technical solutions for all requirements.

**Client:** De Beers, Johannesburg, South Africa Nov 2015 – Nov 2016

**Employer:** Accenture, Gurgaon, India

**Role:** Lead BI Architect

**Summary:** The project consisted of creating reports on SSAS cubes. These reports were based on the data taken from different regions in South Africa. The dashboards provided insights on characteristics of different metals and rare stones found in diamond mines owned by De Beers group.

**Responsibilities:**

* Responsible for project resource planning and saved an overall of 30% costs by utilizing existing resources efficiently.
* Interacted with business users to understand requirements as well as with ETL teams to enable SSAS cubes.
* Created Microstrategy MDX reports based on SSAS cubes
* Worked with ETL SSIS team to generate cubes based on reporting requirements
* Created schema, metrics, reports, and documents supporting client business goals
* Engaged with clients, supported discovery processes, and converted business requirements into technical requirements
* Delivered Ad-Hoc queries and reports as needed along with providing on-going analytical support for these requests with metrics, attributes, relationship filters, and prompts to support reporting
* Performed detailed data analysis, validation, and identify data quality issues to ensure consistency across all dashboard environments

**Client:** Deutsche Bank/Clear Stream Banking, Luxembourg Jan 2015 – Oct 2015

**Employer:** Accenture, Luxembourg

**Role:** Senior BI Developer

**Summary:** The project consisted of creating and migrating existing reports from Excel to Microstrategy. The company had 27 small reports in Excel which were based on different datasets. The project consisted of creating a unified schema for several dashboards.

**Responsibilities:**

* Worked at onsite client location in Luxembourg, headquarters of Clear Stream banking
* Worked with business users to understand 27 current excel based reports and converted them to a single unified reporting platform.
* Worked on Microstrategy 10 POCs and presented new features and benefits to the client.
* Responsible for designing and executing Application and Schema objects using MicroStrategy Desktop.
* Partnered with Business Analysts and internal customers to improve data coverage and analytic capabilities
* Provided governance on review processes and effectively convey the project status.
* Created technical documents for better acceptance of reports.
* Coordinated in training sessions and demonstration of Microstrategy tool for end users.

**Client:** CVS Health, Providence, Rhode Island Jan 2014 – Dec 2014

**Employer:** Accenture, Gurgaon, India

**Role:** Data Developer

**Summary**: The project consists of creating 11 Microstrategy dashboards and 5 grid reports to show different KPI on sales and revenue from several product categories. The solution was based on Accenture Customer Insight tool based on Microstrategy, Informatica and Java based front end.

**Responsibilities:**

* Interacted with different business teams to collect the requirements for reporting analysis.
* Analyzed current business processes, assess opportunities for redesigning these processes.
* Participated in full software development life cycle and provided expertise in MicroStrategy development
* Assisted in creation of scope documents, management plans for projects through consultations with various stakeholders and business process owners
* Worked with other team leads to perform analysis and design of solution
* Developed stored procedures and user defined functions using PL/SQL
* Involved in developing, supporting, unit testing and deploying of several reports.

**Client:** Coupons Inc., San Jose Mar 2013 – Dec 2013

**Employer:** Accenture, Gurgaon, India

**Role:** Datawarehouse Analyst

**Summary:** The project consisted of creating Microstrategy dashboards to establish KPIs for different vendors and product categories to showcase comparison. The dashboards were then unit tested using SQL scripts for each metric created in Oracle.

**Responsibilities:**

* Performed analysis, design, development, testing, and debugging of complex reports, ETL scripts and dashboards
* Investigated high level issues to identify and resolve problems caused by database, data source, ETL, or Business Intelligence software (common examples: nulls in data causing joins to function incorrectly; ETLs running out of sequence; Microstrategy Objects not set up properly).
* Developed SQL scripts to update tables, views and used insert statements, cursors, and bulk collects to move new data into the database.
* Created, maintained, and modified Attributes, Metrics, Filters, Facts, and Hierarchies
* Created Parent/Child relationships and set up dynamic attributes.
* Created and updated Sources, Targets and Mappings in Informatica.
* Set dimensionality, conditions, filtering and grouping on metrics.

**Client:** Macquarie Bank, Sydney, Australia Aug 2011 – Feb 2013

**Employer:** Macquarie India Pvt. Ltd.

**Role:** Senior Associate – BI Developer

**Summary:** Macquarie Bank used Microstrategy based reporting for its 1200+ financial users to maintain reports on balance sheets and profit/loss for various business units. The main tasks were to maintain their existing MARS project and modifying the reports as per their business needs.

**Responsibilities:**

* Worked on BMC Incident Management tool to maintain user requests for reports changes.
* Worked with business users to understand reporting requirements and updated reports accordingly
* Worked on maintenance of existing grid reports and dashboards
* Worked on creating schema layer and schema objects for new reports and dashboards
* Coordinated with onsite team and provided inputs on Microstrategy administration and configuration
* Worked directly with end-client and financial users on Microstrategy related issues
* Created public schema objects in Microstrategy and maintained data integrity
* Co-ordinated with ETL team to define reporting requirements and provided inputs on best practices.

**Client:** Bank of America, Charlotte, NC Sep 2009 – Aug 2011

**Employer:** Infosys, Pune, India

**Role:** Analytics Developer

**Summary:** The project consists of evaluating risks on customer profiles by applying algorithms and formulas on customer’s KYC data. The reports were created in Microstrategy using Oracle database and ETL was performed using Informatica.

**Responsibilities:**

* Delivery of small to medium enhancements for BI/Reporting applications
* Gathered requirements from stakeholders and document functional requirements
* Prepared estimate timelines for implementation of enhancements
* Created technical specification documents to be leveraged by ETL, Microstrategy architects and developers
* Created deployment checklist and managed production deployment code including ETL mappings and Microstrategy objects
* Conducted analysis of reported issues using tools such as Microstrategy, Toad, and Excel
* Designed and developed ETL code to load and transform the source data into formats for SQL database
* Coordinated with shared services/offshore resources to drive speedy resolution and meet prescribed SLAs
* Microstrategy administration including maintaining users, performance tuning and upgrades

**EDUCATION:**

* **MBA in Technology Management (Analytics)** May 2020
  + Stevens Institute of Technology, Hoboken, New Jersey, USA
* **Bachelor of Technology in Computer Science** May 2009
  + Jaypee University of Information Technology, H.P., INDIA.