Rani

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**Professional Summary:**

* Having 8+ years of professional experience in BI project life cycle activities – Analysis, Design, and Implementation of Business Intelligence systems with strong analytical skills and application of structured methodology for BI Design, Data modeling including Star Schema, Reporting tools, ETL tools and Database development.
* Best knowledge of **SAS Enterprise Guide, Base SAS, Macros, SAS SQL.**
* Extensive knowledge in data management like **Merging, concatenating, Sorting, Transposing** etc**...**
* Having good experience in data extraction from different sources likes **Sybase**, **Teradata** and **ORACLE** etc...
* Extensively used **FILENAME** statement for mailing purpose and **ODS** for generating report destinations like **ODS/HTML, ODS/EXCEL and ODS/PDF** as per client requirement.
* Created DataMarts for maintaining and reusing the data for respective financial year requirements.
* Having good understanding of business requirements, also efficient in delivering the projects and data for Ad-hoc requirements on timelines.
* Experience in bringing huge amount of data from SAS and non-SAS data sources into a SAS environment and performing SAS data manipulations against the resulting sets. This includes ability to merge datasets and to write SAS Macros and generate list outputs/reports.
* Having basic knowledge on **Python,** **Hive** and **Tableau**. Started working on migrating SAS codes into EAP environment.

**Technical Expertise:**

|  |  |  |
| --- | --- | --- |
| BI Tools | : | Base SAS, Macros, SAS SQL, SAS Access, SAS/GRAPHS, SAS/Connect, SAS/ODS & SAS Enterprise Guide |
| Languages | : | PL/SQL |
| Other Technologies |  | Tableau Basics , Python (Theoretical Knowledge) and Hive |

**Education:**

* Bachelor of Technology (Computer Science and Engineering) May 2013.

**Professional Experience:**

**Project Details:**

**Team** : **CITI group Global Decision Management Jan 2017 – Dec 2020**

**April 2021 – Till Date**

**Role** : **Analyst.**

**Citi Bank NA- Retail Information Management Team**

Develop an understanding of the domain & manage business processes in the work area & manage the cross-site relationship & partner expectations.

Apply business Knowledge & seek synergies in activities across GDM to enhance existing processes & provide business solutions to CBNA partners.

Generate, validate and submit Various Reports to the Senior Management & Automate the possible processes & move into a self-service execution mode using Autosys.

Assisted users to public and collaborate reports via a web browser & embed Tableau views in other web applications like share point.

Created Awareness amongst the technology team on how Tableau assists in exploring data and providing insights.

**Project Specialties:**

* **Data mart creation:** Created a household level Data mart from Teradata database using SAS & SQL which is being used across the Analytical community for their Analytical and reporting purposes.
* **Market Research:** Work closely on Market Analysis with Bank Administration Institute (BAI), NY which provides the platform to assess our performance across the deposit products in comparison with the other participating Banks US.
* **Segmentation:** Worked on customer segmentation project which classifies each Household into Wealth, Affluent, Emerging Affluent & Basic segments, based on these segments various campaigns get executed in order to achieve a good response rate.

**Project Details:**

**Title** : **CLAIMS INFORMATION BY PAC DESCRIPTION. Nov 2015 – Jan 2017**

**Client** : **CIGNA.**

**Role** : **Developer.**

**Environment** : **SAS/MACROS, SAS/CONNECT, SAS/ODS.**

**DESCRIPTION:**

This project shows detailed information about the Claims paid on monthly wise from January 2013 to previous month of the clever path Behavioral customers. Under each month will show SAC description and Total Claims paid information. In this Project we can see information PAC description wise and for Total also.

**Responsibilities:**

* Extraction of data from Oracle created into dataset.
* Importing the data using **LIBNAME** and **SQL Pass through Facility**.
* Performing data validation and data cleaning.
* Extensively used conditional based SQL joins and unions.
* Used more date macro variables for filtering data according to conditions.
* Used Proc Format Control in and Out for arranging month and year in required order.
* Extensively used SAS MACROS for code reusability and used different options like SYMBOLGEN, MPRINT and MLOGIC for debugging.
* Generated Excel reports as per the Product Owner requirement using ODS TAGSETS EXCELXP statement and Proc Report procedure.
* Validate the programmed analysis datasets, listings and figures and create validation documentation.
* Blended data from multiple data sets by using linking feature in Tableau Desktop.
* Developed reports with features like drill down, slice and dice, master/detail for analysis of business using Tableau.

**Project Details:**

**Title** : **VB TASKSHEET SUMMARY REPORT. July 2013 – Nov 2015**

**Client** : **ICICI Bank Ltd.**

**Role** : **Developer.**

**Environment** : **SAS/ODS, SAS/MACROS, SAS/CONNECT.**

**DESCRIPTION:**

This project tracks the performance of all the VB customer service managers and based on this project, the VB customer service managers will be awarded credits. This project also contains the number of triggers sent to a VB customer service manager and the actioning percentage. The actioning percentage is calculated based on the calls and visits of the employee.

**Responsibilities:**

* Interacting with business analysts and Project managers for understanding data requirements, business logic and translate them into application module (SQL Queries) to extract data from data warehouse tables.
* Importing the data from flat files, by using import wizard and infile statement.
* Used SAS Procedure, SQL pass through Facility and SAS/Connect to work with Sybase.
* Performing data validation and data cleaning for all levels.
* Extensively used data steps and conditional based SQL joins, unions and SAS/MACRO to manipulate the exiting data and output the results as per the requirement.
* Used more date macro variables for filtering data according to conditions.
* Generated reports as per the business requirement using Proc Report procedure.
* Used various output techniques and generated customized reports.
* Sent emails from SAS by using filename email statement.
* Creating mail macro which includes individual mailer’s for sending report to FPR’s.
* Generated HTML reports using ODS HTML statement and Proc Report procedure for individual mailers.