**Aditya Jaladi**

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**Profile:**

About **7**years experience in **Data modeling** and **Data analysis** for **Online transactional processing(OLTP) , data warehouse(OLAP)** and **business Intelligence(BI)** applications for healthcare , insurance and banking applications.

**Summary:**

* Participated in all phases of **Software Development Cycle(SDLC).**
* Experience working with **Agile** and **Waterfall** data modeling technologies.
* Proficient in **conceptual** and **logical data modeling** skills using **ERWIN, Sybase power designer** and **Embarcadero E-R Studio.**
* Experienced in **gathering requirements**, creating **data mapping** documents, **queries**.
* Experience with gathering requirements, conducting Joint Application Development(JAD) and Joint Requirement Planning(JRP) sessions, User Acceptance Testing(UAT), **Gap** Analysis.
* Well experienced in Forward and Reverse Engineering Principles.
* Hands on Experience in system analysis, Relational and Dimensional Data modeling, designing the database and implementing the **RDBMS** specific features.
* Efficient in analyzing and documenting **Business Requirement Documents (BRD)** and **Functional Requirement Documents (FRD)** along with **User Case Modeling** and **UML**.
* Proficient in **Normalizing** (**Using 1NF, 2NF and 3NF)** and **De Normalizing** Techniques for optimum performance in relational and dimensional database environments.
* Experience in creating and **documenting** **Data marts** while designing OLTP and OLAP system Environments.
* Experience in identifying **Facts and Dimensions** and strong understanding of principles of data Warehousing , **Fact Tables , Dimension Tables, Slow changing Dimension (SCD) Type I** and **Type II.**
* Experience in **Ralph Kimball** and **Bill Inmon** approaches.
* Involved in **Extracting, Transforming and Loading (ETL) data** from spreadsheets, database tables and other sources using Microsoft Data Transformation Service (**DTS**), and **Informatica** along with ETL team.
* Experience in **performance analysis** and created **partitions, indexes and Aggregate tables** where necessary.
* Strong expertise in designing Data Architecture, Data Analysis, Oracle PL/SQL programming.
* Facilitated data requirement meetings with business and technical stakeholders and resolved conflicts to drive decisions.
* Strong experience in SQL queries and functions and also in creating Database Objects like **Procedures**, **Triggers**, **Packages** and **User defined functions.**
* Exported huge volumes of data from Teradata tables and views for processing and reporting, using **Teradata Export Load** utility.
* Experience in SQL Server DTS and **SSIS** (Integration Service) package design, constructing, and deployment.
* Experience in Data Migration, Data conversation, Data extraction, Transforming and loading (**ETL**) data from spreadsheets, database tables and other sources using Microsoft **SSIS**.
* Building reports using **SQL SERVER Reporting Services (SSRS 2005/2008), Crystal Reports** and **Business Objects**.
* Good working knowledge on cloud services like HD insights **AZURE, AMBARI and AMAZON EC2 and S3 bucket** web services.
* Good understanding on **data governance** and **master data management.**
* Excellent communication skills, analytical and inter-personal skills, self-starter with ability to work with minimal guidance and interact with individuals at all levels in SDLC.

**Technical Skills:**

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| **Modeling Tools:** | Erwin, Sybase Power Designer, ER Studio and MS Visio. |
| **Operating Systems:** | Windows, Unix and Linux. |
| **RDBMS:** | Teradata, Oracle9i/10g/11g, MS SQL Server 2009/05/00, MS Access, DB2, Sybase and PL/SQL. |
| **Language’s:** | C, C++, Python, PL/SQL and SQL, HTML, XML, UML’s. |
| **Reporting Tools:** | Cognos, Microsoft Analysis Services, Business Objects, OBIEE and Crystal Reports. |
| **Other Tools:** | SQL assistant, Toad, SSMS, Microsoft DTS/SSIS, MS Office, MS Project, Tableau |
| **ETL Tools:** | Informatica Power center 8.6/7.1/6.2, Data Stage 8.5 and Microsoft DTS/SSIS. |

**Professional Experience:**

**Client Name: Guardian Life Insurance, NY May 2016- Present**

**Role: Sr Data Modeler**

**Responsibilities:**

* Gathered requirements and created use case diagrams as part of requirements analysis.
* Created a high-level industry standard, generalized data model to convert it into logical and physical model.
* Defined and Identified attributes, entities and relationships in the data model as per new specifications in Visio after analyzing the database systems currently in use.
* Used forward engineering to create a Physical Data Model with DDL, based on the requirements from the Logical Data Model.
* Used **ERWIN** to create logical and physical data models for enterprise wide OLAP system.
* Handled and maintained model versioning using **ERWIN.**
* Designed an industry based model, specific to the company with group insurance offerings, translated the business requirements into detailed production level using Sequence Diagrams, **Workflow Diagrams**, Activity Diagrams and **Use Case Modeling**.
* Generated various presentable reports using **report designer** and **pinned reports** in **ERWIN**.
* Designed a **STAR schema** for sales data involving shared dimensions (**Conformed**) for other subject areas using **Erwin Data Modeler**.
* Created and maintained **Logical Data Model (LDM**) for the project. Includes documentation of all **entities, attributes, data relationships, primary and foreign key structures, allowed values, codes, business rules**, glossary terms, etc.
* Validated and updated the appropriate LDM's to process **mappings, screen designs, use cases, business object mod**el, and system object model as they evolve and change.
* Worked on **Snow-flaking** the Dimensions to remove redundancy.
* Enforced OLTP data model referential integrity for consistent relationship between tables and efficient database design.
* Identified and tracked the slowly changing dimensions (**SCD I** and **II**) and determined the hierarchies in Time and Branch Dimensions.
* Generated comprehensive analytical reports by running SQL queries against current databases to conduct data analysis.
* Worked pro-actively with Data Stewards and Subject Matter Experts and other specialist to help resolve data conflicts and data quality issues.
* Performed Data Mapping activities for the Data Warehouse.
* Review high level architecture and design database components.
* collaborate with senior system architects to pin down detailed solutions for specified requirements.
* Experience with **Relational Modeling**, Entity relationship modeling principles and techniques. Also created **3NF** business area data modelling with de-normalized physical implementation data and information requirement analysis using ERWIN tool.
* Creation of ETL process for the new subject areas, Develop **Data Extraction, Transformation** and **Loading** program using Data Integrator.
* Knowledge on architecting the application for AWS by using AWS services and resources and compare the different modernization options.
* Designing and deploying scalable, highly available, and fault tolerant systems on AWS.
* Developed complex Multi load and Fast Load scripts for loading data into **Teradata** tables from legacy systems.
* Involved in creating dashboards and reports in Tableau 8.1. Created report schedules on Tableau server.
* Preparing Dashboards using calculations, parameters in Tableau.
* Employed naming standard editor for defining new **naming standards** for the entities, attributes, domains, columns and tables that applied consistently all over the enterprise.
* Worked on **Metadata** exchange among various proprietary systems using XML.
* Handled performance requirements for databases in OLTP and OLAP models.
* Worked with ad-hoc reporting using Crystal Reports 9 and T-SQL.
* Modify and refine architecture based on findings.
* Participate in data modeling and database design.
* Created Data Model Using Erwin for DQM. Gathered requirements for Reporting needs of the end user **SSRS**.
* Generated comprehensive analytical reports by running SQL queries against current databases to conduct data analysis.
* Implemented slowly changing dimensions **Type2 and Type3** for accessing history of reference data changes.
* Provided **source** to **target mappings** to the ETL team to perform initial, full, and Incremental loads into the target data mart.

**Environment:** MS Visio, ERWIN, Teradata, SQL Server, Oracle SQL developer, Crystal Reports, Tableau.

**Client Name: Fidelitrade Inc, Wilmington, Delaware Feb 2015- April 2016**

**Role: Sr Data Modeler**

**Responsibilities:**

* Involved in all stages of **Software Development Cycle (SDLC),** gathered and translated business requirements into detailed, production-level technical specifications and made enhancements to the existing technical business functionality.
* Responsible for analyzing **Design Implementation** from the business solution and business requirements.
* Conducted live **JAR & JAD** sessions with SMEs, and all the placeholders to develop High Level Requirement and then formalized those requirements into Detail Level Requirements.
* collaborate with business analysts to define high level and detailed requirements.
* Worked in close co-ordination with Business People, Architects, Developers, Testers and Project Managers and also at times reported to the higher leadership.
* Created **Conceptual**, **Logical**, and **Physical** data models using **ER studio** for new system.
* Developed normalized logical and physical database models to design OLTP system for applications.
* Worked to cleanse and organize various tables in a presentable manner to help with better understanding of already existing models.
* Enforced **referential integrity** in the **OLTP** data model for consistent relationship between tables and efficient database design.
* work with development and test team to ensure all bugs are removed before code is deployed in UAT.
* Used **ER studio** tool for effective model management for dividing, sharing and reusing model information.
* Created action filters, parameters and calculated sets for preparing dashboards and worksheets in Tableau.
* Created Tableau scorecards, dashboards using stack bars, bar graphs, scattered plots, geographical maps, Gantt charts using show me functionality.
* Used reverse engineering to create **Graphical Representation** (E-R diagram) and to connect to existing database.
* Responsible for leading the team for doing application assessments, risk assessments in identifying right candidates for migration & preparing the migration plan to the AWS cloud.
* Created **Data flow diagrams** for current system.
* Development of ETL Processes using **SSIS** Packages.
* Migration of DTS Packages to **SSIS** Packages.
* Conducted sessions with designers, business and advancement groups to comprehend the **Change Requests** (CR's), and impacts brought on the framework by the change demands.
* Created entity / process association matrices, entity-relationship diagrams, functional decomposition diagrams and data flow diagrams.
* Created Technical Mapping documents for the development team to develop mapping workflows. Checked for all the modeling standards including **naming standards**, **entity relationships** on model and for comments and history in the model.
* Generated customized report solutions for metadata reports.
* Developed **Data Mapping, Data Governance, and Transformation** and **cleansing** rules for the Master Data Management Architecture involving **OLTP, ODS**.
* Modify and refine architecture based on findings.
* Generated the ad-hoc SQL queries using joins, database connections and transformation rules to get the data from databases.
* Hands-on experience with ad-hoc reports using **Crystal Reports**.
* Improved data integrity by adding foreign keys and normalizing the underline data structure.
* Performed Performance tuning.
* Worked extensively on Forward and Reverse engineering processes. Created DDL Scripts for implementing Data Modeling changes.
* Created documentation and test cases, worked with users for new module enhancements and testing.

**Environment:** ER studio, Erwin, Informatica, Teradata, Windows 7, MS Excel, MS Visio, DB2, Microsoft Transaction Server, Tableau, Crystal Reports.

**Client Name: Cigna LLC, Bloomberg, CT July 2014- Feb 2015**

**Role: Data Modeler**

**Responsibilities:**

* Interacted with business users to identify and understand business requirements and identified the scope of the projects.
* Participated in team meetings upon **Joint Application Development** (JAD) sessions to clarify the naming conventions followed with the Business Analysts.
* Created a **physical data model** by identifying **business attributes** and relationships between the **Entities.**
* Responsible for incorporating the business requirements into the data model and the OLAP tool.
* Developed **Star Schema** based dimensional model for the development of Data warehouse.
* Responsible for converting business requirements into logical model containing Tables and Columns.
* Created and maintained **Logical** and **Physical** models for the **data mart** which supports the Risk reporting for renal and immune diseases which included creating **partitions**, **indexes** for the tables.
* Performed **Gap Analysis.**
* Generated tableau dashboards for sales with forecast and reference lines.
* Redefined many attributes and relationships in the reverse engineered model and cleansed unwanted tables/columns as part of data analysis responsibilities.
* Conducted sessions with architects, business and development teams to understand the **Change Requests** (CR’s), and effects caused on the system by the change requests.
* Worked closely with the **ETL SSIS** Developers to explain the complex Data Transformation using Logic.
* Responsible to collect, analyze and summarize data and for Data Mapping.
* Wrote SQL scripts for creating tables, **Sequences**, **Triggers**, **views** and materialized views.
* Wrote **SQL scripts** for loading data from **staging** area to target tables.
* Created summary tables using de-normalization technique to improve **Join** operations.
* Performed Data Migration to a new database.
* Experienced in generating and documenting **Metadata** while designing application.
* Worked on Metadata Management.
* Involved in extracting the data using **SSIS** from **OLTP** to **OLAP**.
* Used various kinds of Data sets with **SSRS**.
* Export and Import of Metadata into Logical Data Models.
* Extensively worked on **Performance Tuning** and understanding **Joins** and **Data distribution.**
* Performed data analysis on the **target tables** to make sure the data as per the business expectations.
* Maintained security and data integrity of the database.
* Designed and implemented a physical data model to handle marketing strategies and to satisfy reporting needs dynamically.

**Environment:** ERWIN, Teradata, Crystal Reports, Toad, Tableau, Windows OS, DB2, SSRS, SQL Server, Business Objects.

**Client Name: AIG, Dallas, TX April 2013-June 2014**

**Role: Data Modeler**

**Responsibilities:**

* Gathered requirements and created **ER (entity-relationship) diagrams** as part of requirements analysis using **ERWIN**.
* Mapped the business requirements and new databases to the logical data model which defines the project delivery needs.
* Redefined many attributes and relationships in the reverse engineered model and cleansed unwanted tables/columns as part of data analysis responsibilities.
* Worked with analysts to create reporting universes in Business Objects.
* Responsible to collect, analyze and summarize data and for Data Mapping.
* Worked at conceptual/logical/physical data model level using Erwin according to requirements.
* Designed the data marts using the **Ralph Kimball’s** Dimensional Data Mart modelling techniques.
* Identified the measures and dimensions and organizing these into **facts** in creating the **Dimensional Model** within the business requirements.
* Designed **Fact tables**, **Dimension** and **aggregate tables** for Data warehouse.
* Implemented naming standards, and warehouse metadata for fact and dimension of **Logical** and **Physical Data Model**.
* Developed **Star Schema and Snowflake** Schema in designing the Logical Model into Dimensional Model.
* Translated the **Logical Data Model** into **Physical Data Model** with Forward Engineering in **Erwin tool.**
* **De-normalized** the database to put them into the star schema of the data warehouse.
* Extensively used star schema methodologies in building and designing the logical data model into dimensional models.
* Worked on **slowly changing dimension tables** and **hierarchies** in dimensions.
* Worked on **data mapping** process from source system to target system.
* Extracted the Metadata from the Metadata repositories to generate the Mapping Documents.
* Establish and maintain processes to support and grow data modeling practices, conceptual, intermediate logical/ canonical and physical data models per company direction, Solution designs, options and recommendations relating to data models and databases.
* Create and deploy reports using SSRS.
* Maintaining requirements documents, creating reports and spread sheets readable by the users and developers.

**Environment:** SQL Server, SQL Server Analysis Services, SSIS, SSRS, Crystal Reports, Windows 2000, Micro strategy, Crystal Enterprise, Erwin, CSV files, XML files, Business Objects.

**Client Name: Hanes Brand, Winston Salem, NC Oct 2012-March 2013**

**Role: Data Modeler**

**Responsibilities:**

* Gather the various requirements from the business analysts.
* Gather all the Sales analysis reports prototypes from the business analysts belonging to different Business units; Participated in **JAD sessions** involving the discussion of various reporting needs.
* Created **logical**, **physical** and **dimension models**.
* Optimize and update logical and physical data models to support new and existing data models.
* Developed **Star** and **Snowflake** schemas based dimensional model to develop the data warehouse.
* Modeled the dimensions and facts using **ER Studio** for centralized data warehouse.
* Identified and tracked **slowly changing dimensions** and determined the hierarchies in dimensions
* Actively participated in data mapping activities for the **data warehouse.**
* Done SQL Server configuration database size estimation, database creation logins & user’s creation, granting object level permission, estimation of **Indexes** on tables.
* Wrote **Stored Procedures** and **Triggers.**
* Performed extensive requirement analysis and developed use cases and **Workflow Diagrams.**
* Analyzed existing logical data model (**LDM**) and made appropriate changes to make it compatible with business requirements.
* Ensured the feasibility of the logical and physical **design models.**
* Worked on the Snow-flaking the Dimensions to remove redundancy.
* Employed naming standard editor for defining new naming standards for the entities, attributes, domains, columns and tables that applied consistently all over the enterprise.
* Implemented slowly changing dimensions Type2 and Type3 for accessing history of reference data changes.
* Generated ad-hoc reports using **Crystal Reports**.
* Participated in the tasks of **data migration** from legacy to new database system.

**Environment:** ER Studio, SQL/MS SQL Server, MS OLAP Manager, MS Analysis Services, Windows XP, UML, Informatica Power Center, Crystal Reports.

**Client Name: Oriental insurance Group, India Feb 2011- Sep 2012**

**Role: Data Modeler/ Data Analyst**

**Responsibilities:**

* Interacted with users and business analysts for requirement gathering.
* Involved in creating entity relational and dimensional relational data models using **Sybase Power Designer** tool.
* Worked on **Bill Inmon** methodologies for modelling.
* Created tables, views, procedures and **SQL** scripts and mapping documents.
* Create logical and physical models using best practices to ensure high quality and reduced redundancy
* Developed Cleansing and data migration rules for the Integration Architecture (OLTP, ODS, DW)
* Analyzed conceptual into logical data and had **JAD sessions** and also communicated data related issues and standards.
* Expertise in the forward engineering of the logical models to generate the physical tables using **Sybase Power Designer**.
* Created **tables, views, triggers**, **stored procedures** and **indexes**.
* Created integrity rules and defaults.
* Created ftp connections, database connections for the sources and targets.
* Developed several forms & reports using Crystal Reports.
* Analyzed existing logical data model (**LDM**) and made appropriate changes to make it compatible with business requirements.
* Resolved the data type inconsistencies between the source systems and the target system using the mapping documents and analyzing the database using **SQL queries**.
* Maintained security and data integrity of the database.

**Environment:**Sybase Power Designer, Visio, Excel, Word, Power Point, Microsoft Project and MS Excel, SQL Server, SQL PLUS, Windows XP, Crystal Reports.

**Client Name: Integrated Wireless Systems, India June 2010-Jan 2011**

**Role: Data Modeler/ Data Analyst**

**Responsibilities:**

* Involved in all the Functional requirements gathering sessions with the Business Analysts.
* Design and Development of Requirements Specification document, business process modelling using **UML**.
* Used **SQL\*Loader** to load the database from flat files.
* Created a logical design of the central relational database using **Erwin**.
* Expertise in the forward engineering of the logical models to generate the physical tables using Erwin.
* Done **SQL Server** configuration database size estimation, database creation logins & user’s creation, granting object level permission, estimation of indexes on tables.
* Configured the **DTS** packages to run in periodic intervals.
* Extensively worked with **DTS** for Data Migration from source systems.
* Involved in writing Triggers which internally called procedures and functions.
* Maintained **Data Security** and Data Integrity of the Database.

**Environment:** SQL server, Erwin, UML, Windows NT, Crystal Reports

**Education:**

Bachelor’s in Electronics and Communication Engineering, India.