**Sai Leela**

Sr. Business Analyst/ Data Analyst

**SUMMARY:**

* **7+**years of IT experience in**Analysis, Design, Development, Testing** and **Implementation** of various applications in OLTP, Client/Server OLAP environment using BI tools
* **4+** years of extensive experience with design and development of **Tableau visualization solutions.**
* Certified **Tableau Desktop 9 Qualified Associate** with **e**xtensive experience in **Tableau Desktop, Tableau Server, Tableau reader, Tableau Mobile**in various versions of Tableau (**7.x/8.x/9.x/10**) and **Vizql,Teradata, SQL** and **various ETL tools.**
* Experience with all the modules of **MicroStrategy** Product Suite namely MicroStrategy Intelligence Server, Web, Dashboard, Narrowcast Server and Desktop.
* Extensively developed **Business Requirements Documents**, **Functional Design Documents** and **Technical Design Documents.**
* Actively participated and conducted in **JAD** sessions with business users, technical leads and with development personnel in all aspects of the **SDLC**.
* Efficient in identifying and analyzing Business requirements from documents and end-user discussions and deliver the data requirements necessary to support DW subject areas.
* Extensive experience on designing database using ER modeling and Normalization
* Experienced in designing **rich Interactive reports** and **dashboards** integrating various reporting components from multiple sources.
* Experience in **aggregating data** and **configuring reports from different data sources using data blending.**
* Proficient in design and development of various dashboards, reports utilizing Tableau **Visualizations** like **bar graphs, scatter plots, pie-charts, maps, funnel charts, lollypop charts, donuts, bubbles**, etc. and other making use of actions, other local and global filters.
* Extensive knowledge in various reporting objects like **Dimensions, Measures, Hierarchies, Filters, Actions, Calculated Fields, Sets, Groups, Parameters** etc.
* Good experience on **LOD expressions** Comparative Sales Analysis, Customer Acquisitions, etc.
* Hands on experience in embedding Tableau reports and dashboards on external websites using **Java API** scripting.
* Good knowledge on Embedded views of Tableau with web applications to integrate reports.
* Expertise in Agile Scrum Methodology to implement project life cycles of reports design and development
* Extensively involved in **Reverse-Engineering** and Business Rules Extraction Expert in **project planning**, **strategic planning**, **systems analysis** and **troubleshooting**, **quality control, forecasting, scheduling and planning** and **tracking of results.**
* Expertise in doing Unit Testing, Integration Testing, System Testing and Data Validation for developed ETL Mappings.
* Experience in guiding **onshore/offshore** development teams to build dashboard applications, developing templates and development framework, design standards and implementation plans.
* Excellent analytical, problem solving, communication and time management skills.
* Knowledge on IBM Tealeaf and Web trends.

**TECHNICAL SKILLS:**

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| --- | --- |
| **Analytical Tools** | Tableau (Desktop/Server/Mobile/Public), MicroStrategy, SSRS |
| **ETL Tools** | DataStage, Informatica, SSIS |
| **Requirements Management** | Microsoft Office (Word , PowerPoint Excel) |
| **RDBMS and SQL Tools** | Teradata, Oracle, SQL Server, Toad, SQL Assistant, SQL Plus |
| **Code Management Tools** | UC4, SVN, SharePoint, Quality Center |
| **Methodologies** | Kimball/Inmon, OLAP, Waterfall, Agile |
| **Data Modeling Tools** | ERwin, ER Studio, MS Visio |
| **Operating System** | Windows 2007, Unix, Linux |

**PROFESSIONAL EXPERIENCE:**

**Ericsson, Chicago, IL Sep 2016 – Current**

**Sr. Business System Analyst/ Tableau Developer**

Ericsson is a [multinational](https://en.wikipedia.org/wiki/Multinational_corporation) networking and [telecommunications equipment](https://en.wikipedia.org/wiki/Telecommunications_equipment) services company. The company offers software services and communications technology for telecomm operators and also provides business support .The primary objective of this project is to integrate Big Data with the EEA (Ericsson Expert Analytic) Application to leverage the raw/processed data and provide an enriched customer experience by delivering customer insights, profile information and customer journey. Responsible for configuring and implementation of BI reporting solutions, analyzing data, creating interactive dashboards and reports using Tableau.

**Responsibilities:**

* Performed analysis of complex business process/user stories and executed functional and data integrity test cases.
* Utilized technical and functional knowledge of applications and enterprise standards to evaluate and resolve complex testing risks/issues and managed through resolution.
* Involved in Agile Methodology (Scrum) from requirements gathering to maintenance and monitoring the progress.
* Partnered closely with BPMO, STAKE HOLDERS and Business partners to develop test strategies, end to end (integration) strategies and acceptance criteria.
* Served as a mentor/lead and provided training to less experienced staff, and assisted in designing and development of adhoc reports for all team members (onsite and off shore
* Analyzed website performances to improve customer Experience and insights .
* Experienced on working with Big Data and Hadoop File System (HDFS).Involved in creating Hive tables, loading and analyzing data using impala queries
* Developed SQL queries to process the data and generate the data cubes for visualizing. Implemented schema extraction for Parquet and created External Hive Tables on top of CSV file formats.
* Experienced in running query using Impala SQL, Spark SQL and used BI tools to run ad-hoc queries directly on Hadoop.
* Used Tableau to connect to Hive ODBC connector generate daily reports of data.Created extensive Tableau reports, various interactive dashboards and published them on Tableau Server.
* Strong Dashboard design experience and passionate practitioner of effective data visualization. Familiarity with best practices around visualization and design.
* Provided Production support to Tableau users and Wrote Custom SQL to support business requirements.
* Coordinated functional, regression testing efforts as well as coordinating with automation and business teams (UAT) and defined test strategies, test plans, test cycles and test execution timelines with effective collaboration across, project teams, vendors and business teams at all levels for planning, issue identification and resolution, risk mitigation and production implementation.
* Prepared mapping Documents for every mapping and Data Migration document for smooth transfer of project from development to testing environment and then to production environment.

**Environment:**Tableau (Desktop/Server) 10.x/9.x, Teradata , SQL Server, Oracle 12c/11g, Hive, Spark-SQL, Impala, Java API, Putty, Unix, Microsoft Office suite.

**The Vanguard Group, Malvern, PAJun 2015 – Aug 2016**

**Sr. Tableau Developer/ Sr. Business System Analyst**

Vanguard is one of the world’s largest investment management companies, it offers mutual funds and other financial products and services to retail and institutional investors in the United States and abroad. The Center for Analytics and Insights (CAI) at Vanguard is established as an enterprise center of excellence for advanced analytics and market research, to transform how data, analytics and insights are used to support strategic decisions and serve Vanguard’s clients. The project is to implement BI solutions for Defined Benefits Division, Record keeping Implementation Services, Institutional Sales and Financial Advisor performance using Tableau Analytics.

**Responsibilities:**

* Worked with internal management and team members to understand and clarify reporting requirements / needs.
* Gathered, analyzed, and documented business requirements..
* Data cleanup and sorting after extract from the warehouse and Conduct data profiling and gap analysis.
* Data Mining after reconciliation and to provide recommendation for the dashboard
* Used advanced data visualization tools to provide an easy to understand interface for end users to quickly identify key themes within their data.
* Identify key business metrics measurements and develop methods to represent data in support of the measurements.
* Provide guidance and insight on data visualization and dashboard design best practices in Tableau
* Creating customized Tableau Dashboards, integrating Custom SQL from Teradata and Oracle and performing data blending in reports.
* Developed dashboards to present web analytics to clients.
* Created extract files for improving the performance. Used different Mark types and Mark properties in views to provide better insights into large data sets. Created various types of charts to provide better visualization.
* Designed and developed Big Dataanalytics platform for processing customer viewing preferences using Java, Hadoop, Hive and Pig.
* Implemented advanced geographic mapping techniques and use custom images and geo coding to build spatial visualizations of non- geographic data using Java API scripting.
* Embedded Tableau reports/dashboards on to the external web pages.
* Actively involved in the creation of users, groups, projects, workbooks and the appropriate permission sets for Tableau server logins.
* Maintain thorough and rigorous documentation related to all ETL changes, Metadata, database server configuration, operation, and database change management.
* Generated Test Cases for each specification in Requirement Specification Document corresponding to each module.
* Performed Parallel Testing or Production Testing, which ensures that the new system will perform correctly in a production environment and interface correctly with other production systems.

**Environment:** Tableau (Desktop/Server) 9.x/8.x, Cognos 10.2, Teradata 15, Oracle 12c/11g, Hive, Hbase, BigQuery, Teradata SQL Assistant, Google Analytics ,Java API, Putty, Microsoft Office.

**BJC Health Care, Saint Louis, MO Sep 2014 – May2015**

**Sr. Tableau Developer/ Sr. Data Analyst**

BJC HealthCare is one of the largest nonprofit health care organizations in the United States, and is focused on delivering services to residents primarily in the greater St. Louis, southern Illinois and mid-Missouri regions. Services include inpatient and outpatient care, primary care, community health and wellness, workplace health, home health, community mental health, rehabilitation, long-term care and hospice. The project is to implement Business Intelligence application by creating various reports, dashboards and scorecards using Tableau Reporting Services.

**Responsibilities:**

* Gathered business requirements from end users, analyzed and documented the same for various reporting needs.
* Created views and dashboards based on requirements and published them to Tableau Server for Business and End User teams to be reviewed.
* Designed and developed mock-up Tableau Dashboards to explore options for visualization of data, presentation, and analysis.
* Served as a liaison between the business and the IT department by conducting weekly calls/meetings with stakeholders, developers, QA Team, UAT Team to document any changes and apply them to Tableau reports as needed.
* Created side by side bar chart comparison of Vendors who were into Retail along with profit revenue generated.
* Coordinated with management to deploy data models.
* Worked with DBA to extract API data into SQL Server and connected to the same from Tableau for various reporting requirements.
* Generated Interactive Dashboards with Quick filters, Parameters and Actions to handle views more efficiently.
* Created Data extracts for better performance of dashboards and accessing data offline.
* Scheduled data refresh on Tableau Server for weekly and monthly increments based on business change to ensure that the views and dashboards were displaying the changed data accurately.
* Integrated dashboards with live Connection in Microsoft PowerPoint.
* Blended data from multiple databases into one report by selecting primary key’s from each database for data validation.
* Developed and reviewed SQL queries with use of joins clauses (inner, left, right) in Tableau Desktop to validate static and dynamic data for data validation.
* Created reports using Custom SQL for complex report views.
* Utilize the tools built within company and do manual ETL process if necessary.
* Participated in weekly meetings, reviews, and user group meeting as well as communicating with stakeholders and business groups.

**Environment:**Tableau (Desktop/Server) 8.x, Oracle 11i, Toad, SQL Server, SQL BI Suite (SSIS, SSRS), Java API, MS Visio, Microsoft Office Suite(Word, Excel, PowerPoint).

**VantivInc - Cincinnati, OH Nov 2013 - Aug 2014**

**Sr. Tableau Developer/Sr. Data Analyst**

Vantiv, Inc. provides payment processing services in the United States. It operates through two segments, Merchant Services and Financial Institution Services. The company markets its services through various distribution channels, including national, regional, and mid-market sales teams, as well as through third-party reseller clients and telesales operation. The project was to analyze and build dashboards pertaining to Finance and Marketing KPI's.

**Responsibilities:**

* Gathered Business Requirements, interacted with the Users, Project Manager and SMEs to get a better understanding of the Business Processes.
* Creating and modifying Business Intelligence analytical reports using Tableau.
* Extensively used Visio to create Use Cases Diagrams, Activity Diagrams.
* Actively involved in testing new/upgraded features like new Visualizations, Forecasting, Data Blending, Parallelized Dashboard, Hyperlink Objects, Color-coded tabs etc. in Tableau 8 desktop/Server.
* Identify key business metrics measurements of Employer portal and developed methods to represent data in support of the measurements.
* Building, publishing customized interactive reports and dashboards, report scheduling using Tableau server.
* Created actions, parameters, Filter (Local, Global) and calculated sets for preparing dashboards and worksheets using Tableau.
* Effectively used data blending, filters, quick filters, data source filters, global filters, context filters, actions, Hierarchies feature in tableau.
* Executed and tested required queries and reports before publishing.
* Publish the developed dashboard, reports on the Tableau Server so that the end users having access to the server can view the data.
* Monitored the report performance and send the results to end users. Maintain reportsin Tableau server and coordinate with Tableau admin for site user permissions andviews.
* Implemented best practices and standards in developing Tableau reports.
* Integrated Tableau dashboards into internal web portal using Java Script API.
* Worked on the backend database development which was the source data for the tableau.
* Developed story telling dashboards in Tableau Desktop and published them on to Tableau server, allowing end users to understand the data on the fly with the usage of quick filters for on demand needed information.

**Environment:**Tableau 8.x/7.0, Tableau Server 8.0/7.0, Oracle 10g, Oracle SQL Developer, JavaScript, SQL, Agile-Scrum, Rally, Asp.Net, JavaScript.

**Shopko, Green Bay, WI Mar 2012 – Oct 2013 Sr. Tableau Developer/ Sr. Data Analyst**

Shopko is one of the biggest retail chain in US with stores are located in different states like California, Oregon, Washington, Idaho, Montana, Utah, South Dakota, Wisconsin, Illinois and Michigan. They are into different departments like clothing, jewelry, shoes and electronics to name some of them. The project was to design dashboards to analyze the information carefully for trends, revenue, annual turnover, profits and other business insights that help them make the most effective business decisions possible.

**Responsibilities:**

* Gather and analyze the business requirements and then translate them to technical specifications.
* Partnered with peers internal and external to the team to assess and recommend opportunities to derive additional Business Value out of existing Data Marts.
* Worked on Business Intelligence standardization to create database layers with user friendly views in Teradata that can be used for development of various Tableau reports/ dashboards.
* Identify key business metrics measurements of Supplier portal and develop methods to represent data in support of the measurements.
* Provide guidance and insight on data visualization and dashboard design best practices in Tableau
* Created different views in workbook to visually analyze data.
* Created extracts, published data sources to tableau server, refreshed extract in Tableau server from Tableau Desktop.
* Created Actions in Worksheets and Dashboards for interactivity and to compare data against different views like filter actions to send information to other tableau worksheets and to connect the same in analytical flows, URL actions to connect views of data to external resources and Highlight action to provide rich visual interaction between the views on the sheet.
* Combined visualizations into Interactive Dashboards and publish them to the web.
* Created groups and users in Tableau server.
* Worked on Performance tuning of report with huge queries using concurrent query execution for better performance of report.
* Embedded Tableau reports/dashboards on to the external web pages.
* Provide innovative solutions, and deliver improved upon methods of data presentation by focusing on the Business need and the Business Value of the solution.
* Looked for opportunities to improve current processes or find efficiencies by applying industry best practices for BI development
* Actively involved in the creation of users, groups, projects, workbooks and the appropriate permission sets for Tableau server logins.
* Maintain thorough and rigorous documentation related to all ETL changes, Metadata, database server configuration, operation, and database change management.

**Environment :** Tableau (Desktop/Server) 8.x, Teradata, SQL Server, Toad, Teradata SQL Assistant, JavaScript API, Putty, Quality Center, Microsoft Office Suite (Word, Excel, PowerPoint).

**Merkle, Columbia, MD Jan 2011- Feb 2012**

**BI Consultant (MicroStrategy, Tableau)**

Merkle is the nation's largest and fastest-growing performance marketing agency that helps clients obtain the skills of a Platform Marketer, capitalizing on the massive opportunity of addressability at scale. Merkle combines a complete range of marketing, technical, analytical and creative disciplines to offer complete integrated customer relationship management strategy and customer marketing solutions. The project involved upgrading the client's BI and data management applications. Web-based BI reports were made available to selected stakeholders. The reports aided the company manage inventory, identify trends, review financial performance and evaluate a dealer's sale performance.

**Responsibilities:**

* Gathered business requirements from the business users and documented the specifications
* Implemented Star Schema to fit reporting, query and business analysis requirements
* Created Derived metrics, Compound Metrics and Filters, Filter in a metric- for very complex reports
* Involved in creating new Facts, Attributes and Attribute form expressions, Hierarchies as needed in the project
* Created the design document, personalized the reports as per user requirements that included customizing and formatting
* Created Intelligent cubes to reduce the database load and decrease the report execution by using the Cube Services
* Developed Dashboards in various formats; tables, gauges and dials, for business analysis
* Created Advanced Dashboards with panel stacks, complicated grids and graphs, customized widgets both in flash and Interactive modes
* Developed reports, dashboards, SQL queries using Tableau
* Synthesized and translate Business data needs into creative visualizations in Tableau
* Performed Tableau administration tasks like creation of users, groups, projects, workbooks and permission sets for Tableau server logons and security checks
* Assisted with best practices during implementation and integration of Tableau Platform
* Created several base formulas (mathematical expressions) using existing facts in MicroStrategy Agent that can be re-used to build any number of metrics
* Provided various management levels with reports, analysis time series graphs and Bar Graphs using Micro Strategy Web
* Involved in moving the objects between two projects and two different environments by using Object Manager and resolve conflicts between environments by using conflicts resolution window
* Involved in Administration tasks like creating users, assigning privileges, caching, specifying Query Governing Thresholds, and Report optimization
* Played an important role in coordination with the entire team and managing the time estimates for the entire project.

**Environment:** MicroStrategy 9.x (Desktop, Web, Intelligent Server, Narrowcast Server), Oracle 10g, Tableau 7x, Informatica, SQL Server, SharePoint.

**Gaian Solutions, India Sep 2009 – Oct 2010**

**Business Analyst**

Gaian’s systems cater to all aspects of the content distribution value chain performing all standard tasks in Content Capture, Ingest, DRM, Asset Management, Content Distribution, Content Streaming and finally STB solution for delivery over Cable, Satellite, OTT & IPTV platforms. The goal of projects was to interact with clients and develop web based applications along with reporting services.

**Responsibilities:**

* Involved in requirement analysis and planning of delivering projects using Waterfall model
* Assisted developers and testing team with business cases and scenarios
* Planning and monitoring of project execution along with the senior management.
* Elicited requirements and elaborated with planning sessions to the team.
* Organized the requirements into a proper documentation and maintained development efforts
* Translated and simplified requirements to developers elaborately.
* Requirements management and communication with clients and onsite coordinators for executing projects.
* Prepared demo sessions for the development of projects to clients
* Created weekly status reports for different modules in the projects
* Used SQL, PL/SQL for database related functionality.

**Environment:**SQL Server, Quality Center, Windows XP, Excel Reports, MS Office Suite (Word, Excel, PowerPoint)

**Reference available upon request**