**Sowjanya**

**Sr. Data Modeler/ Data Analyst**

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Data Modeling professional with around **8.5 years** of total IT experience and expertise in data modeling for **data warehouse/data mart development**, **SQL** and analysis of Online Transactional Processing(**OLTP**), data warehouse (**OLAP**) and business Intelligence (**BI**) applications.

**Professional Summary:**

* Proficient in all phases of the **Software Development Lifecycle (SDLC).**
* Experience in designing star schema (identification of facts, measures and dimensions), **Snowflake schema** for Data Warehouse, ODS architecture by using tools like **Erwin 9.6/8.2/7.0**, **Power Designer 15**, **Embarcadero ER Studio**.
* Well versed in **Normalization** and **Renormalization** techniques for optimum performance in relational and dimensional database environments and have performed normalization up to 3NF.
* Experience working with **Agile** and **Waterfall** data modeling methodologies.
* Immense Experience in Customer Interaction, Collecting and Handling Customer Requirements.
* In a data warehouse environment, designed the staging area based on OLTP concepts, cleansed and profiled before loading into data marts.
* Documented the source to target mappings for both data integration as well as web services.
* Experienced as both an onsite and offshore project member.
* Experience working with **Zachman framework**.
* Experience in designing a **canonical model**.
* Efficient in **Dimensional Data Modeling** for **Data Mart** design, identifying Facts and Dimensions and Strong understanding of principles of data warehousing, **fact tables**, **dimension tables, Slowly Changing Dimensions (SCD) Type I and Type II.**
* Well versed in Forward and Reverse Engineering principles.
* Created data **mappings** to load data from target using different transformations and executed workflows for data loads to target systems.
* Generated DDL Scripts from **Physical Data Model** by using Forward Engineering technique.
* Worked with various RDBMS like **Oracle 9i/10g/11g/12c**, **SQL Server 2005/2008/2012**, **DB2**, **Teradata**.
* Involved in **Performance Tuning** of the database which included creating indexes, optimizing SQL statements and monitoring the server.
* Well-versed in writing SQL queries to perform end-to-end ETL validations and support Ad-hoc business requests.
* Extensive experience in development of **T-SQL**, **Oracle PL/SQL Scripts**, **Stored Procedures** and **Triggers** for business logic implementation.
* Expertise in **SQL Server Analysis Services (SSAS) and SQL Server Reporting Services (SSRS).**
* **Worked on Business As usual (BAU) Operating Model defined and agreed in the Blueprinting phase**
* Experienced in conducting **Joint Application Development (JAD)** sessions with the stakeholders, business users, and SME’s to obtain domain level information of projects.
* Good understanding of Ralph **Kimball’s and Bill Inmon’s** modeling techniques.
* Expertise in Extract Transform and Load (**ETL**) data from spreadsheets, database tables and other sources using **Informatica**.
* More than **four years** of experience in working with Qlikview components such as **Qlikview Desktop, Qlikview Enterprise Management Console (QEMC), Qlikview Publisher, Qlikview Web Server** and Ajax Clients.
* Developed custom **dashboards/reports** using Qlikview.
* An excellent experience in generating ad-hoc repots using **Crystal Reports.**
* Building reports using **SQL SERVER Reporting Services** (SSRS 2005/2008), **Crystal Reports**, **Microstrategy**, **Business Objects** and **Cognos.**
* Experience in using **Business intelligence (BI) applications** like **SAS OLAP Cube studio, SAS Web Report Studio, information map studio, SAS add-in for MS office and SAS Enterprise guide (EG) for**creating, editing & managing reports.
* Experience in using and maintaining **Metadata Management Tools** for maintaining Business and Technical Metadata.
* Created, documented and maintained **logical and physical database** models in compliance with enterprise standards and maintained corporate metadata definitions for enterprise **data** stores within a metadata repository.
* Excellent analytical, communication skills with clear understanding of business process flow, **SDLC** life cycle. Quick starter with ability to master and apply new concepts. Ability to meet deadlines and handle pressure in coordinating multiple tasks in a work/project environment.

**Technical skills:**

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| **Data Modeling Tools** | Erwin9.5/8.2/7.3/7.0, Power Designer 15/12/11, Embarcardero ER Studio 11.0. |
| **Reporting Tools** | Qlikview 9/10/11.X series, Tableau, Cognos 8,Business Objects XI, and Crystal Reports 2008/9, SSRS. |
| **ETL Tools** | DataStage 11.5/8.5, Informatica 8x,9x, MicroStratergy,SSIS. |
| **Languages** | Java 7, **.**NET 2.0/3.0/4.0 based C# and VB, C,C++, HTML,PHP, JavaScript, JQuery, Python, R. |
| **Databases and Tools** | Oracle12c/11g/10g,MS SQL Server2005/2008, MS Access, Teradata SQL Assistant,DB2, Sybase 12, NoSQL,SQL Server Management Studio. |
| **Operating Systems** | Microsoft Windows10/2000/XP/Vista/7, UNIX, LINUX. |

**Professional Experience:**

**Health Care Services Corporation (BCBSIL), Chicago, IL Dec 16 - Present**

**Sr. Data Modeler/Data Analyst/DataStage ETL Developer**

**Responsibilities:**

* Worked with BI Business Analysts and BI Technology team to understand data requirements.
* Updated the **Business requirement document** with new user stories based on the changes to requirement.
* Performed **gap analysis** to fill the data gaps and identified the right sources.
* Created **Mapping document**with business and mapping rules by **profiling data**.
* Worked closely with Data Architects to choose right data sources and create a efficient model.
* Involved in designing **data flow diagrams, Context Flow Diagrams, Structure Chart and ER- diagrams.**
* Converted business processes, domain specific knowledge and information needs into a **conceptual model**.
* Converted conceptual models into **logical models** with detailed descriptions of entities and dimensions.
* Developed and maintained conceptual, logical and physical dimensional data models to ensure the information models are capable of meeting end user and developer needs.
* Developed data models and **data migration** strategies utilizing sound concepts of data modeling **including star schema, snowflake schema** etc.
* Involved in setting up the environment in the Staging for the development of new and existing extracts and maintained granularity of existing extracts.
* Developed the base code for the requirement using **Teradata SQL Assistant**.
* Worked on Teradata environment and developed Teradata scripts by gathering the data from multiple sources like **DB2, Hive**based on the requirements.
* Migrated data from one database to another database.
* Worked with **DataStage to perform ETL operations** and created the target file in specified format.
* Optimized the code to improve performance by **partitioning data**.
* Developed new models and **reverse engineer** the existing schemas with Erwin.
* Modeled aggregation layers and specific schemas within a logical and physical model.
* Understand and meet referential **data integrity** requirements.
* Coordinated with DBA's on Fine grain database access to user level.
* **Data normalization** to the data models for performance requirements.
* Created **views, Materialized views, Indexes, Partitions** at table level.
* Managed the **Data Lineage** through Modeling and relational databases.
* Created interactive Dashboards, reports using **Tableau**.
* Maintained data integrity to eliminate redundancy.
* Worked on different extracts that include Medicare, Provider, Eligibility, Claims and GPD data.
* Worked closely with team to ensure that the data delivered to vendor is accurate.
* Involved in daily scrum and participating in weekly project update meetings.
* Created support documentation and worked closely with production support and testing team.

**Environment: Erwin, Teradata 14.10, DB2, PL/SQL, DataStage 11.5/8.5, Hive, Hadoop, ASG Zena 3.1, Serena, Tableau.**

**T-Mobile, Bothell, WA Aug 15-Nov 15**

**Sr. Data Modeler/Data Analyst**

**Responsibilities:**

* Involved in **requirement gathering and data analysis** and Interacted with Business users to understand the **reporting requirements**, analyzing **BI needs** for user community.
* Involved in **logical and physical** designs and transforming logical models into physical implementations.
* Normalized the data up to **3rd Normal form**.
* Created **Entity/Relationship** Diagrams, grouped and created the tables, validated the data, identified **PKs** for lookup tables.
* **Worked on Business As usual (BAU) Operating Model defined and agreed in the Blueprinting phase**
* Involved in modeling (**Star Schema methodologies)** in building and designing the logical data model into Dimensional Models.
* Exhaustively collected business and technical metadata and maintained naming standards.
* Documented the source to target mappings for both data integration as well as web services.
* Experience working with MDM team with various business operations involved in the organization
* Worked on different data models for Claims, Members and Providers for different claim types, for different Health Partner Incentive programs.
* Utilized **Erwin**’s **forward/reverse engineering** tools and target database schema conversion process.
* Designed the data marts **in dimensional data modeling using star and snowflake** schemas.
* Redefined attributes and relationships in the reverse engineered model and cleansed unwanted tables/columns as part of data analysis responsibilities.
* Identify the PK, FK relationships across the entities and across subject areas.
* Developed ETL routines using SSIS packages, to plan an effective package development process, and design the control flow within the packages.
* Took active role in the design, architecture and development of user interface objects in QlikView applications. Connected to various data sources like SQL Server, Oracle and flat files.
* Presented the Dashboard to Business users and cross functional teams, define KPIs (Key Performance Indicators), and identify data sources.
* Extensively worked with Set Analysis. Expert in writing complex set analysis expressions in QlikView applications. Created and Scheduled Weekly QlikView reports to distribute on email using NPrinting and publisher.
* Created and maintained logical, dimensional data models for different Claim types.
* Designed data flows that extract, transform, and load data by optimizing **SSIS performance**
* Worked with **slowly changing dimensions (SCDs)** in implementing custom SCD transformations.
* Involved in loading the data from Source Tables to Operational Data Source tables using Transformation and Cleansing Logic
* Worked on all data management activities on the project data sources, data migration.
* Worked on creating DDL, DML scripts for the data models.
* Extensively used PL/SQL features like nested table, V array and Bulk collect for high performance of stored procedures.
* Developed back end interfaces using PL/SQL Packages, Stored Procedures, Collections.
* Worked on stored procedures for processing business logic in the database.
* Performed Performance tuning to improve the performance along with index maintenance.
* Participated in performance tuning to optimize data retrieval.

**Environment: ERwin9.5/8.2, Oracle 11g, Crystal Reports, Toad, Windows OS, DB2, Teradata, SSRS, PL/SQL Qlikview 11.6, Informatica 11.**

**State of New York, Albany, NY Dec 14 – Jul 15**

**Sr. Data Modeler/Data Analyst**

**Responsibilities:**

* Gather the various reporting requirement from the business analysts.
* Involved **key EIM** stakeholders in all strategic discussions and align the program goal with strategic initiatives.
* **Reverse Engineering** the reports and identified the Data Elements (in the source systems), Dimensions, Facts and Measures required for reports.
* Conduct Design discussions and meetings to come out with the appropriate Data Mart at the lowest level of grain for each of the Dimensions involved.
* Created **Data flow diagrams** for current system.
* Developed a **data topology** based on the data storage, various replications, and movements of data.
* Participated in several **JAD(Joint Application Design/Development)**sessions in order to track end to end flow of attributes starting from source screens to all the downstream systems.
* Design the **View models** according to the requirements of downstream users like web portals and other consumers.
* Defined Strategy for MDM domain.
* Designed MDM to view customer activities and delivered to downstream systems.
* Developed various Qlikview Data Models by extracting and using the data from various sources files, Sybase, DB2, Excel, and Big data, Flat Files.
* Implemented Incremental Load, Optimized Load & Binary Loads for performance tuning and for optimized QlikMarts.
* Checked for all the modeling standards including **naming standards**, **entity relationships** on model and for comments and history in the model. Conducted design walkthrough with project team and got it signed off.
* Created Technical Mapping documents for the development team to develop mapping workflows.
* Designed a **STAR** schema for the detailed data marts and Plan data marts involving shared dimensions (Conformed).
* Used **Teradata utilities** such as **Fast Export**, **MLOAD** for handling various tasks.
* 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.
* Performed reverse engineering for a wide variety of relational DBMS, including Microsoft Access, Oracle and **Teradata**, to connect to existing database and create graphical representation (E-R diagram) using **Erwin**.
* Used **BTEQ** for SQL queries for loading data from source into Teradata tables.
* Developed Logical data model using **Erwin** and created physical data models using forward engineering.
* Validated and updated the appropriate LDM's to process mappings, screen designs, use cases, business object model, and system object model as they evolve and change.
* Conduct **Design reviews** with the business analysts and content developers to create a proof of concept for the reports.
* Ensured the feasibility of the logical and physical design models.
* Collaborated with the Reporting Team to design Monthly Summary Level **Cubes** to support the further aggregated level of detailed reports.
* Worked on the **Snow-flaking** the Dimensions to remove redundancy.
* Designed Sales Hierarchy dimensions to handle sales hierarchy reporting historically and dynamically.
* Worked with the Implementation team to ensure a smooth transition from the design to the implementation phase.
* Worked with Data architects and IT architects to understand the movement of data and its storage.
* Developed and maintained data dictionary to create metadata reports for technical and business purpose.
* Worked closely with the **ETL SSIS** Developers to explain the complex Data Transformation using Logic.
* Co-ordinated with QA team to test and validate the reporting system and its data.
* Involved in End-to-end information management services including data management, data integration, dataquality and data governance.
* Suggested effective implementation of the applications, which are being developed.

**Environment: ERwin 8.2, PL/SQL Developer, Teradata, TOAD Data Analyst – 2.1,Oracle 9i,MATLAB, Qlikview 11.6,Quality Center- 9.2, Informatica Powercenter 9.1,Python, TD SQL Assistant, Microsoft Visio, SQL Server 2012, Microsoft Excel.**

**Anthem, Inc, Indianapolis, IN (Healthcare Insurance)  Sep 13 – Nov 14**

**Data Analyst / Data Modeler**

**Responsibilities:**

* Conducted **JAD sessions**, wrote minutes of meeting and also documented the requirements.
* **Collected requirements** from business users and analyzed based on the requirements.
* Designed and built Data marts by using **Star Schema**.
* Involved in designing Context Flow Diagrams, Structure Chart and ER- diagrams.
* Gathered and documented requirements of a Qlikview application from users.
* Extracted data from various sources (SQL Server, Oracle, text files and excel sheets), used ETL load scripts to manipulate, concatenate and clean source data.
* Presented Qlikview applications to various levels of user.
* Demonstrated Qlikview data analyst to create custom reports, charts and bookmarks.
* Involved in creating scripts for data manipulation and management.
* Supported Qlikview Administration tasks.
* Developed reports using Spotfire Professional and published the same to Spotfire Server for Business Users use.
* Extensive system study, design, development and testing were carried out in the Oracle environment to meet the customer requirements.
* Serve as a member of a development team to provide business data requirements analysis services, producing logical and Physical data models using **Power Designer**.
* Created tables, views, procedures and **SQL scripts**.
* Utilized organizational standards for data naming, structuring and documentation.
* Responsible for defining database schemas to support business data entities and **transaction processing requirements.**
* Ensure the business **metadata definitions** of all data attributes and entities in a given data model are documented to meet standards.
* Ensure the first cut physical data model includes business definitions of the fields (columns) and records (tables) were generated.
* Integrated high – level business rules (constraints, triggers and indexes) with the code.
* Assisted DBAs in the implementation of the data models.
* Closely worked with ETL process development team.
* Writing and executing customized **SQL** code for ad hoc reporting duties and used other tools for routine report generation.
* Migrated reports generated in Cognos to Qlikview.
* Maintained current documentation for all primary and backup responsibilities.
* Converted multiple reports from **Excel, Tableau and BO to Spotfire.**
* Developed Tables, Graphs and listings for Clinical Study Reports using **SAS/Graph.**
* Provided SAS programming and statistical support to Clinical studies
* Worked as part of a team of Data Management professionals supporting a Portfolio of development projects both regional and global in scope.
* Applied organizational best practices to enable application project teams to produce data structures that fully meet application needs for accurate, timely, and consistent data that fully meets its intended purposes.
* Conducted peer reviews of completed data models and plans to ensure quality and integrity from data capture through usage and archiving.

**Environment: Power Designer, Qlikview 11.6, Sybase12 , SAS, Windows NT, MS Excel, JavaScript, MS Visio, SQL Server 2012, XML files, Spotfire,Tableau 7.0.7 and Power Play, Business Objects, PL/SQL.**

**Aurobindo pharma (Pharmaceutical) Hyderabad, India Jul 10 – Aug 13**

**Data Modeler**

**Responsibilities:**

* Involved in requirement gathering and database design and implementation of **star-schema, snowflake schema/dimensiona**l data warehouse using Erwin 7.0.
* Initiated Use Case Analysis using **UML**, which provided the framework for potential use case deliverables and their inter-relationships.
* Involved in the study of the business logic and understanding the physical system and the terms and condition for sales **Data mart**.
* Generated **Meta data** reports from data models.
* Used **Erwin** for creating **logical and physical** data models, star schema design, data analysis, documentation, implementation and support.
* Used SQL Server Integrations Services (**SSIS**) for extraction, transformation, and loading data into target system from multiple sources.
* Created **SSIS** packages to clean and load data to data warehouse, data Importing, Cleansing, and Parsing etc.
* Created package to transfer data between **OLTP** and **OLAP** databases.
* Created **SSIS** Packages using Pivot Transformation, Fuzzy Lookup, Derived Columns, Condition Split, Term extraction, Aggregate, Execute SQL Task, Data Flow Task, and Execute Package Task etc. to generate underlying data for the reports and to export cleaned data from Excel Spreadsheets, Text file, MS Access and CSV files to data warehouse.
* Created a table to save **dirty** records.
* Extracted data from **XML** to **SQL server**.
* Created complex queries to automate data profiling process needed to define the structure of the pre staging and staging area.
* Struck a balance between scope of the project and user requirements by ensuring that it covered minimum user requirements without making it too complex to handle.
* Involved in mapping the load data to the target based on primary, and foreign key relationship considering the constrained based load order
* Designed the **mapping** with a slowly changing dimension Type2 to keep track of historical data
* Designed a **mapping** to process the incremental changes that exits in the source table. Whenever source data elements were missing in source tables, these were modified/added in consistency with third normal form based OLTP source database.
* Designed, developed the changes and enhancements for the existing submission, and refining programs were enhanced to incorporate the new calculations.
* Performed Data Mining/Data visualization using Tableau.
* Created dashboards using Tableau.
* Interacted with end users to identify key dimensions and measures that were relevant quantitatively.
* Used Erwin7.0 tool for reverse engineering and target database schema conversion process.

1. Involved in overall testing and different team review meetings.
2. Worked on Master Data Management MDM.

**Environment: ERwin 7.0, MS Analysis manager with SQL Server 2008, DB2, MS SQL Server 2008, SQL Server 2008 Integration Services, TOAD 9, XML, Microsoft Excel 2007, Access 2007, Business Objects SI, MATLAB, Tableau 5.0, Acute reports 10.**

**Oriental Bank of Commerce, India (Finance, Banking) Aug 09 – June 10**

**Data Modeler**

**Responsibilities:**

* Involved in gathering user requirements along with the Business Analyst.
* Participated in creating the logical model of an online processing system for a large financial institution using **Erwin**.
* Worked with DBAs to generate physical model.
* Worked on **Bill Inman methodologies** for modeling.
* Created **tables, views, procedures** and **SQL scripts** and **mapping** documents.
* Worked **on slowly changing dimensions (SCD) and hierarchical dimensions**
* Worked on conversion process of data, which is stored in flat files into **oracle tables.**
* Designed and Developed SQL procedures, functions and packages to create Summary tables.
* Generating **ad-hoc reports** using **crystal reports 9**.
* Developed database backup and restore policy.
* Expertise in Creating Report Models for building Ad-hoc Reports Using **SSRS**.
* Expertise in Generating Reports using **SSRS** and Excel Spreadsheet.
* Expertise in Creating various Parameterized, Cascaded, Linked, Drill-through and Drill-down Reports.
* Hands on Experience in creating ETL Packages using **SQL Server 2005 Integration Services** (SSIS).
* Good Understanding in Database and Data Warehousing Concepts.

**Environment: Oracle8i, SQL Server, SSIS, SSRS, DQS, MDS, ERwin, HTML, JavaScript, Crystal Reports9, MSOFFICE, WindowsXP**.

**Education:**

Bachelors of Technology in Computer Science