**Sushma Reddy**

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

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**SUMMARY**

* **8+** years of experience in software design, development, implementation and maintenance of **BI tools and applications**, **data discovery, data visualizations, data analysis** and **report development** using **Tableau, MicroStrategy, SSRS, Teradata, Oracle, SQL Server, Informatica, SSIS, Alteryx, etc**.
* **4+** years of extensive experience in **Tableau Desktop, Tableau Server** and **Tableau Reader** in different versions of **Tableau 9.x/8.x/ 7.x.**
* In depth knowledge of SDLC phases such as Requirement analysis, design, development, implementation, deployment and maintenance with strong understanding of methodologies like **Waterfall, Agile, RAD and RUP**.
* Extensive experience in conducting **Gap Analysis**, Business Process Re-engineering, designing work flows and communicating the trade-off decisions on product features based on technology, budget constraints and customer requirements.
* Organized numerous **Joint Application Developments (JAD)** sessions, interviews, workshops and requirement elicitation sessions with end-user/clients/stake holders, subject matter experts and the technology group.
* Proficient with design and development of various dashboards utilizing **Tableau visualizations** like **bar graphs, lines and maps, scatter plots, pie-charts, histograms, bullets, geographic visualizations, heat maps and highlight tables**.
* Expert in developing compelling and interactive dashboards by making use of **actions, local and global filters, analytics commands,calculated fields, LOD, groups, sets, hierarchiesandparameters** in **Tableau.**
* Good experience in assisting/**training users** to create and modify worksheets and data visualization dashboards using Tableau Desktop.
* **Administered user, user groups and scheduled instances** for reports in Tableau.
* Involved in **troubleshooting, performance tuning** of reports and resolving issues within Tableau Server and Tableau desktop reports.
* Expertise in data cleansing for analysis, perform data quality testing for gaps, and liaising with data origination teams.
* Possess strong knowledge of database management in writing complex **SQL** queries, **stored procedures, database tuning, query optimization** and resolving key performance issues.
* Proficient in developing **Entity-Relationship diagrams, Star/Snow Flake schema** designs and expert in modeling transactional databases and data warehouse.
* Outstanding data analysis skills including **Data mapping** from **source to target** database schemas, **Data Cleansing** and processing, writing data extract scripts/programming of data conversion and researching complex data problems and generating analytical reports/dashboards.
* Coordinated Technical Reviews, developed System requirements. Supported status reporting and test execution for **Unit testing, Integration testing, Regression testing and User Acceptance Testing (UAT)**.
* Good working knowledge of **Meta-data management** in consolidating metadata from disparate tools and sources including **Data warehouse, ETL** and relational databases.
* Excellent communication, interpersonal and analytical skills with ability to manage and work effectively to meet deadlines in fast paced environment.

**TECHNICAL SKILLS:**

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| --- | --- |
| **BI Tools** | Tableau (Desktop/Server) 10/9.x/8.x/7.x, MicroStrategy, SSRS |
| **ETL / Data Blending Tools** | Alteryx, Informatica, SSIS |
| **Requirements Management** | Requisite Pro, Microsoft Office |
| **Front End Tools** | Microsoft Project, Microsoft Office, Visible Analyst, Lotus Notes |
| **Databases** | Hive, Teradata, Oracle, SQL Server, DB2, Sybase, Access |
| **Data Modeling** | Power Designer, ERwin, MS Visio |
| **Methodologies** | Data Modeling – Logical/Physical/Dimensional, Kimball/Inmon, Star/Snow Flake Schema, ETL, OLAP, Waterfall, Agile, Iterative |
| **Scripting Languages** | Javascript, C, C++, HTML, SQL, PL/SQL and XML |
| **Defect Management Tool** | HP Quality Center 10.0 |

**PROFESSIONAL EXPERIENCE**

**Samsung Research America, Mountain View, CA Aug 2016– Current**

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

Samsung has evolved to a world-class corporation with businesses that span advance technology, semiconductors, skyscraper and plant construction, petrochemical, fashion, medicine, finance, hotels and more. Samsung is committed to inspiring communities around the world by developing new technologies, innovative products and creative solutions. The project was to migrate data from Salesforce, ELQUA, D&B and Adobe Audience Manager to Usas and AWS (C-360).

**Responsibilities:**

* Coordinated with business customers to gather business requirementsand document gap analysis.
* Developed HiveQL queries to do analysis and identify correlations.
* Data Profiling of source using Hue (Hadoop/Hive UI) and supporting developers by testing the target on AWS and USAS.
* Responsible for publishing Mom's(Minute of meeting) and updating the daily progress to webpage.
* Worked on identifying partition fields and nested filed in process of Migrating of huge amounts of data from different databases (i.e. Salesforce, Eloqua,D&B,AAM) to AWS.
* Extracting data from databases like Salesforce, Eloqua, Cloudera Hadoop server and Excel files for getting data to Tableau for creating various dashboards.
* Provided customer support to Tableau users and Wrote Custom SQL to support business requirements.
* Involved in hands on development in every phase of the project right from Requirements, Analysis, Designing, Developing (SSIS, SSAS and SSRS), Debugging, Testing, Deployment and Documentation.
* Worked on Tableau to build customized interactive reports, worksheets and dashboards for the data migrated to AWS.
* Created Groups, hierarchies, and Sets to create detail level summary reports and dashboards using KPI's.
* Responsible for Data loading involved in creating Hive tables and partitions based on the requirement.
* Distributing Tableau reports using techniques like Packaged Workbooks, PDF to different user community.
* Connected to AWS using Hive/Impala native connectors and performed data validations for the target.
* Involved in resolving reporting issues and design issues throughout the reporting life cycle.

**Environment**: Tableau (Desktop/ Server)9.x/10, Hive, SQL Developer, Informatica Power Center, SQL Server, SSRS, Salesforce.com, Control-M,SQuirreL SQL Client 3.2.1, Workbench(SOQL).

**Sysco Foods, Houston, TX Oct 2015 – Jul 2016  
Sr. Tableau Developer/ Sr. Data Analyst**

Sysco Corporation, through its subsidiaries, engages in the marketing and distribution of a range of food and related products primarily for foodservice industry in the United States and Canada. The company distributes a line of frozen foods, such as meats, fully prepared entrees, fruits, vegetables, and desserts; Sysco Corporation’s customers include restaurants, hospitals and nursing homes, schools and colleges, and hotels and motels. The project is to implement Business Intelligence reporting solutions by creating reports, dashboards, and scorecards in Tableau.

**Responsibilities:**

* Involved in full project lifecycle of SDLC and coordinated with all project teams.
* Interacted with Subject Matter Experts & End Users to gather business requirements.
* Acted as liaison between Business Intelligence and Business User groups to relay change requests.
* Performed extensive GAP analysis in the project as there were numerous ‘As-Is’ and ‘To-Be’ conditions.
* Designed and developed various analytical reports from multiple data sources by blending data on a single worksheet in Tableau Desktop
* Developed key performance indicators and the appropriate tracking reports with graphical and written summations to assist in the quality improvement initiatives.
* Created extracts, published data sources to tableau server, refreshed extract in Tableau server from Tableau Desktop.
* Experienced in SQL Server Reporting Services (SSRS), SQL Server Integration Services (SSIS), Data Transform Services (DTS) and SQL Server Analysis Services (SSAS).
* Used different Mark types and Mark properties in views to provide better insights into large data sets.
* Used Data Blending, Groups, combine fields and aggregated fields, spotlight into compare and analyze data in different perspectives.
* Created sets/groups to display top products based on their sale.
* Created Dashboards with interactive views using Dashboard actions, trends and drill downs along with user level security.
* Worked on various reports using best practices and different visualizations like Donut charts, Bars, Lines and Pies, Maps, Scatter plots, Gantts, Bubbles, Histograms, Bullets, Heat maps and Highlight tables.
* Troubleshoot and fix user issues related to Tableau reports (underlying data or performance).
* Built complex calculations using advanced functions (LOD, RANK\_DENSE, ATTR, DATEDIFF, STR, IFs, nested IFs, Windows functions, and QUICK TABLE calculations).
* Utilized capabilities of Tableau such as Data extracts, Data blending, Forecasting, Dashboard actionsand Table calculations to develop interactive views / dashboards and to facilitate statistical analysis of data for end users.
* Involved in testing the SQL Scripts for report development, Tableau reports, Dashboards, Scorecards and handled the performance issues effectively.
* Published the developed dashboard, reports on the Tableau Server so that the end users having access to the server can view the data.
* Scheduled frequency and time to refresh data when sources are published or extracted to server.
* Used SQL tools like Toad and Teradata SQL Assistant to run SQL queries and validate the data in the warehouse and data marts.
* Conducted Training sessions for Tableau Power users and created the documents for end user support.

**Environment**: Tableau (Desktop/ Server)9.x/8.x, Teradata, Teradata SQL Assistant, SQL, SSRS, PL/SQL, SQL Developer, Informatica Power Center, SQL Server, Control-M.

**Southern Wines and Spirits, Miramar, FL Aug 2014 – Sep 2015**

**TableauDeveloper/Data Analyst**

Southern Wine & Spirits of America is the nation's largest wine and spirits distributor. The company began in Florida in 1968 and grew quickly through a strategy of acquiring other established distributors. Today Southern operates in 35 states and distributes over 5,000 brands. The project is to implement reporting solutions on data from Retail and Corporate Applications using Tableau and provide user accesses to the same.

**Responsibilities:**

* Gathered Business Requirements, Interacted with the Users, Project Manager and SMEs to get a better understanding of the Business Processes.
* Prepared project reports for management and assisted the project manager in the development of weekly and monthly status reports.
* Developed and maintained high level overview of the project and design flows using MS Visio.
* Involved in reviewing business requirements and analyzing data sources form Excel/Oracle SQL Server for design, development, testing, and production rollover of reporting and analysis projects within Tableau Desktop.
* Created different types of reports / visualizations using SSRS / Tableau / Datazen / Power BI.
* Prepared/ blended data from multiple sources to .TDE files using Alteryx.
* Responsible for creating metrics, filters, calculated fields, parameters using Tableau Desktop.
* Used geographic view which clearly gives the performance of a particular state.
* Developed customized calculations when required.
* Created various actions in database like action filters, URL actions to navigate from main dashboard to detail reports and to connect views of data to external resources and Highlight action to provide rich visual interaction between the views on the sheet.
* Built the business intelligence framework and executive dashboard that enabled administrative teams to conduct quarterly, monthly, and yearly trend analysis and to tract existing customer sales.
* Developed tableau reports/dashboards using bar graphs, scattered plots, geographical maps, pie charts, heat maps, gantt charts etc. and extensively used calculated fields, Quick Table Calculations, Parameters, Sets, bins etc.
* Created Bullet graphs to determine profit generation by using measures and dimensions data from SQL Server.
* Created Custom complex SQL Queries to generate the data from data base and use it for making Innovate and Powerful Dashboards for easy Data Visualization and Forecasting in Tableau
* Used effective filers (Quick filter, Action Filters, Context Filter), parameters, sets, appropriate Formatting Headers, Worksheets with different Visualization, Color Coding to handle Views more efficiently.
* Developed story telling dashboards in Tableau Desktop and published them on to Tableau Server which allowed end users to understand the data on the fly with the usage of quick filters for on demand needed information
* Applied Tableau security and published to Tableau Server based on Sector Level & Market Level.
* Worked on Performance tuning of report with huge queries using concurrent query execution for better performance of report.

**Environment:** Tableau (Desktop/ Server), Oracle, MS SQL Server, Alteryx, SSRS, SQL, PL/SQL, T-SQL, Microsoft office 2007.

**Cox Communications, Atlanta, GA Oct 2013-July 2014  
Sr. Business Systems Analyst/Tableau Developer**

Cox Communications operates as a broadband communications and entertainment company for residences and businesses in the United States. It provides digital video, Internet, telephone, and home security and automation services over its IP network. The company offers voice, video, and data solutions for commercial customers; and national and local cable spot and new media advertising. The project is to shape the strategy of the Business Intelligence needs of Sales and Advertising teams by ensuring Data Warehouse efforts are in line with the strategic objectives of the company.

**Responsibilities:**

* Liaison for project managers, managers, directors, and stakeholders.
* Requirements gathering and analysis including data analysis, gap analysis (AS-IS to TO-BE), and documentation for end users.
* Conducted gap analysis for re-engineering, and upgrading the current system where ever necessary.
* Developed, derived and clarified functional specifications and Use cases.
* Analysis of Business requirements and site specifications to create Business Requirement Document (BRD) and Design Document (Functional and Technical).
* Eliciting and translating business and/or technical needs in to relevant documentation for assigned initiatives/projects.
* Designed the conceptual and business process models.
* Implementation of new systems including the integration of the new system with existing systems.
* Analysed the Source System data and understanding of business requirements.
* Extensively involved in data mapping and data modelling and participated in domain model analysis and preparation of logical business model using UML.
* Extensive interactions with the client and the management teams to understand the requirements and provide data to create campaigns using UNICA Affinium tool.
* Documented detailed business requirements for campaigns.
* Worked with campaign development team to identify bottlenecks that could hinder progress of development.
* Created Tableau scorecards, dashboards using stack bars, bar graphs, scattered plots, geographical maps, Gantt charts using show me functionality.
* Worked extensively with advance analysis actions, calculations, parameters, background images, and maps.
* Used various analytical features like Reference lines, Trend Lines, Statistics, and organizing data using Groups, hierarchies, Sets to create detail level summary report and Dashboard using Tableau Desktop.
* Actively involved in testing new/upgraded features like new Visualizations, Forecasting, Data Blending, Parallelized Dashboard, Hyperlink Objects, Color-coded tabs etc. in Tableau desktop/Server.
* Confer periodically with both business unit and technical programmers throughout the increments in entire lifecycle of the project in order to track progress, identify changes and ensure changes are communicated to both the business unit and technical staff.
* Involved in writing Test Cases, procedures, reports and approval of software release.
* Monitoring the project during Development phase and involved in User acceptance testing (UAT) once the change requests are released from system testing.

**Environment:** Tableau 8.x/7.x (Desktop/ Server), Teradata, Oracle, Informatica Power Center, Unica, TOAD, SQL Developer, PL/SQL, UNIX, Mercury Quality Center, WindowsNT4.0

**Brocade, San Jose, CAJune 2012 - Sep 2013  
Data Analyst**

Brocade Communications Systems is a technology company specializing in data and storage networking products. Brocade networking solutions help the world's leading organizations turn their networks into platforms for business innovation. With solutions spanning public and private data centers to the network edge, Brocade is leading the industry in its transition to the New IP network infrastructures required for today's era of digital business. The project is to implement and manage enterprise data warehouse environment.

**Responsibilities:**

* Participated in JAD session with business users and sponsors to understand and document the business requirements in alignment to the financial goals of the company.
* Created the conceptual model for the data warehouse using Erwin data modeling tool.
* Reviewed the conceptual EDW (Enterprise Data Warehouse) data model with business users, App Dev and Information architects to make sure all the requirements are fully covered.
* Analyzed large number of COBOL copybooks from multiple mainframe sources (16) to understand existing constraints, relationships and business rules from the legacy data.
* Reviewed and implemented the naming standards for the entities, attributes, etc. for the logical model.
* Created the logical model for the EDW with approximately 75 entities and 1000 attributes using Erwin. The logical model was fully attributed till 3rd normalization and contains both current and history tables.
* Reviewed the logical model with Data Modelers, application developers, ETL Team, DBAs and testing team to provide information about the data model and business requirements.
* Worked with DBA to create the physical model and tables.
* Created Source to Target (S2T) documents to load data from legacy sources into Target EDW tables.
* Worked with ETL developers and System Testers to implement designs in Dev environment and to complete system testing in Test Environment.
* Completed formal training in Tableau Desktop.
* Designed and developed prototypes from various analytical reports and dashboards in tableau with source data from EDW.
* Worked on Mercury Quality Center to track the defects logged against EDW jobs.

**Environment:** Tableau 7.x/8.x (Desktop/ Server), QMF, COBOL copybooks, Mainframe DB2, SQL Server, SQL\*Loader, Mercury Quality Center, Informatica Power Center.

**Capital District Physicians' Health Plan, In- Albany, NY Jan 2011 - May 2012  
Business Systems Analyst / Data Analyst**

Capital District Physicians' Health Plan is provider of health insurance and Medicare plans. The goal of the project was to understand profitability by specialties, Healthcare Resource Groups, Gender and age. The project is to implement business intelligence solutions using MicroStrategy product suite with data sourced for Oracle RDBMS.

**Responsibilities:**

* Gathered and documented business requirements for existing and future business systems.
* Worked with business, product, and architecture teams to develop the overall roadmap for the platform.
* Evangelized the concept and benefits of a service-oriented architecture to business and product teams, along with working with the technical teams to understand business perspectives.
* Providing ongoing management support to ensure that the roadmap delivers to the requirements, and serving as an ongoing liaison for addressing and resolving changes as the roadmap evolves.
* Translated business requirements into services specifications and assisting with exposing the company’s business logic and data through Web services.
* Developed the System Requirements Document (SRD) from the Product Requirement Document (PRD) based on the input from various customers and helped the architecture and development teams to better understand the requirements
* Acted as a liaison between business staff and technical staff to articulate needs, issues and concerns.
* Built Screen Mockups for various user interface screens based on the requirements.  
  Worked with the end users to train and mentor them for the Web usage and Desktop for the Power users and day to day coordination with the users on ad hoc requests for reporting and analysis.
* Worked extensively on developing Fact, Attributes, Metrics, Report Filters, Templates, Compound Metrics, Filters, Custom Groups, Templates and Consolidations using Micro Strategy Desktop.
* Involved in testing the reports using the MicroStrategy

**Environment:** MicroStrategy, Oracle, Rational Software Tools, SQL, MS Visio, MS Office Suite.

**Oriental Insurance - Hyderabad, India Aug 2008- Dec 2010  
SQL Server Developer**

Oriental uses Transcend application for administering and servicing its Annuity line of products. The application is modular in design and comprises subsystems for policy administration, agent/agency management, financial systems, Document Control, Product, Activity Processors, etc. The Project also dealt with reporting capabilities using dimension and data marts for Policy administration, Processing, Reports, Death Processing, Rider fee and Bonus calculation, Settlement Phase & Accumulation phase processing.

**Responsibilities**

* Backend database development in MS SQL Server, writing complex queries, stored procedures, views, triggers, cursors, UDFs.
* Responsible for installation of SQL Server, database design, and create schema objects like tables, views and indexes.
* Performed Database code Migration from SQL Server 2005 to 2008 in SDLC environment using Bridging Scripts, Column Mapping Tool and Source Control Explorer in Visual Source Safe (VSS) and finally passing all triggers, views under Unit Testing for validating data insert, update and delete.
* Experience in SQL joins, sub queries, tracing and performance tuning for better running of queries.
* Extensive use of Triggers to implement business logic and for auditing changes to critical tables in the database.
* Experience in development of extracting, transforming and loading (ETL), maintain and support the enterprise data warehouse system and corresponding marts
* Experience with SSIS performance tuning using counters, error handling, event handling, re-running of failed SSIS packages using checkpoints and scripting with Active-X and VB.NET in SSIS.
* Experience in SSIS script task, look up transformations and data flow tasks using T- SQL and Visual Basic (VB) scripts.
* Experience in generating reports using linked reports, sub reports and filters in SQL server reporting services.

**Environment:** MS SQL Server 2008/2005, T-SQL, SSRS, SSIS, Windows XP, MS Visio, MS Projects.