ANANTHA AVULA

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**PROFESSIONALSUMMARY**

* Around **8+** years of experience in IT industry which includes extensive Functional and Technical experience in Business Intelligence (BI), Data Warehousing, Data Modeling, Decision Support Systems (DSS)and **OLAP**, **ETL** tools, **Product Development** and **Reports Generation**.
* Exposure to various business sectors such as **Gaming**, **Finance**, **Insurance** and **Retail**.
* Good understanding and experience in **Data Analytics** and development of **Reports** and **Dashboards** in Tableau.
* Experience on developing reports on Sales, Marketing and finance Domain.
* Experience in creating **Aggregates**, **Hierarchies**, **Charts**, **Histograms**, **Filters**, **Quick filters**, **Table Calculations**, **Trend lines** and calculates measures and more.
* Experience in creating **Ad-hoc** dashboards using joins, merges, sets and hierarchies.
* Experience in creating calculations fields to create complex dashboards.
* Proficient in design and development of various dashboards, reports utilizing Tableau

Visualizations like **Dual Axis**, **Bar Graphs**, **Scatter Plots**, **Pie-Charts**, **Heat Maps**, **Bubble Charts**, **Tree Maps**, **Funnel Charts**, **Box Plots**, **Waterfall Charts**, **Geographic Visualization** etc. making use of actions, other local and global filters according to the end user requirement.

* Experience in Tableau report **developing**, **testing** and **publishing** using Tableau Server.
* Experience in **Creating Users**, **Groups** and **Projects** on Tableau Server.
* Created **Customized** and **interactive dashboards** using multiple data sources.
* Experience in Tableau Server upgrade activities and good exposure on Tableau **Disaster Recovery Drill** Activities.
* Used **BI Services** to connect to Web reports from Dashboards using the QaaWS connector that enabled retrieving full report block and drilling down.
* Experience in creating Parameters to achieve desired functionality and create risk metric analysis by coordinating with user and restricting data for users with the help of User filters.
* Worked in developing project plan and test cases for **Migration** of Business Objects from BO XI R3.1 to BI 4.1 using upgrade management tool.
* Involved in creating various **SAS Reports** that includes Charts, Filters, Scorecards, Drilldown and Drill-through, Cascade, Parameterized reports that involved conditional formatting.
* Extensive experience in designing and implementing Data Warehouse mainly transformation processes using **ETL** tools **OWB.**
* Proficient in understanding business processes and Requirements.
* Having good analyzing experience with OWB ETL Maps and Process flows, SQL, PL/SQL, Stored Procedures and Functions for the databases.
* Experience in creating **Cross Map**, **Scatter Plots**, **Geographic Map**, **Pie Charts** and **Bar Charts**, **Page Trails**, and **Density Charts.**
* Strong experience in relational DB's such as **Oracle DBMS**, **SQL, T-SQL** designing and development.
* Strong understanding of project life cycle and SDLC methodologies including RUP, RAD, Waterfall and Agile.
* Experience in writing SQL queries, T-SQL, Functions, Views and Stored procedures.
* Flexible, enthusiastic and project oriented team player with excellent communication skills with leadership abilities to develop creative solution for challenging requirement of client.

**AREAS OF EXPERTISE**

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| --- | --- |
| **Reporting Tools** | Tableau 10.4/10.3/10.2, OBIEE 10.1.3x/11g, Business Objects 4.x, Crystal Reports, Micro Strategy, SAS |
| **Data Warehousing ETL Tools** | Informatica Power Center 8 .X,7.X, Business Objects Data Integrator, IBM Info sphere DataStage, Microsoft SQL Server Integrated Services |
| **Databases** | Oracle 12c/11g/10g, T-SQL, SQL Server, Teradata |
| **Data Modeling** | Star schema modeling |
| **Languages** | PL/SQL, SQL, Unix shell scripting, Java, C |
| **Web Tools** | HTML, DHTML, XML, JavaScript |
| **Operating Systems** | UNIX, Linux, Microsoft 2003/2000/ NT/98/95 |

**PROFESSIONAL EXPERIENCE**

# Client: Laclede Gas Company, St. Louis, MO May’16 – Present

**Role: Sr. Tableau/BI Developer**

Laclede Gas Company is the largest natural gas distribution utility in Missouri, serving approximately 632,000 residential, commercial and industrial customers in the city of St. Louis and ten counties in eastern Missouri.

As Sr. Tableau Developer, primary activities included designing technology road map for Tableau; product installation and implementation (Tableau Server stand up from scratch); development of insightful dashboards and delivery of solutions adhering to BI industry best practices.

**Responsibilities:**

* Extremely good through designing universe schema using data foundation. Adding and maintaining aliases /context/static list of values or SQL base custom list of values.
* Involved in all phases of project implementation which included planning, requirement gathering, development, training, deployment, post-implementation support, and enhancements as it related to the business intelligence customer needs.
* Developing Tableau interactive dashboards to monitor KPIs related to Overages, Shortages and Damages etc.
* Created different Interactive views in workbook to visually analyze data and helped teams in identifying fraud detection by making visualizations.
* Experience in SAP BO Integration kit, Created Reports and Universe. Trained in BO best practices and testing Universe.
* Integrated Tableau Server with custom Enterprise Information Portal.
* Conducted data analytics, upgrade analysis and planning, security administration, release management, troubleshooting, performance tuning, and general systems maintenance as System Administrator.
* Created monthly and summary reports for different domains like Finance, Marketing and HR domains Server Intelligent Agent , Business Objects Enterprise, BO Performance Management, Auditor, Voyager, Live Office.
* Making changes to BO reports as per change requests from users in the existing reports.
* Involved in maintaining and updating database objects like tables, views, procedures, functions using basic SQL queries to provide definition, structure, and to maintain data efficiently.
* Combined views and reports into interactive dashboards in Tableau Desktop that were presented to Business Users, Program Managers, and End Users.
* Designed and developed interactive Tableau dashboards and reports and recommending dashboard enhancements per Tableau visualization features.
* Built and published KPI based performance manager metrics and SSL based mobile reports to satisfy executive reporting requirements.
* Created Detail Expressions (LOD's) such as Customer order frequency, Cohort analysis, Daily profit KPI, Percent of total, New customer acquisition, Comparative sales analysis, Average of top deals by sales rep, Actual vs. target, Value on the last day of a period, Return purchase by cohort etc.
* Created complex Jobs, Work Flows, Data Flows, and Scripts using various Transforms (Integrator, Quality and Platform) to successfully load data from multiple sources into a desired target and Trade Management.
* Generated context filters and data source filters while handling huge volume of data.
* Identifying Business Data and requirement and modifying it to logical data models.
* Tested dashboards to ensure data was matching as per the business requirements and if there were any changes in underlying data.
* BO content migration through SDLC with very high level Release Management Documentation to support dedicated change management process.
* Setup sites, projects, workbooks, views, data sources and provided input to project planning, status and review meetings.
* Assisted the Quality Assurance Lead in the execution of reports and data integrity testing.
* Provided open house Tableau training and user support as part of post-production.

**Environment:** Tableau 10.4, SAP BO, Dashboards, Crystal Reports, Business Objectives 4.1, Oracle 10g, SQL, T-SQL.

# Client: International Gaming Technology, NV Jan’15 – April’16

**Role:** **Sr. Tableau Developer/Admin**

# International Game Technology was an American gaming company based in Las Vegas that manufactured and distributed slot machines and other gaming technology. It was acquired in 2015 by Gtech, which then adopted the IGT name for it.

Involved in generating tableau reports by developing dashboards and published on tableau server and performed Query Optimization to enhance report performance.

**Responsibilities:**

* Directly interacting with clients to elicit the requirements and translate them into terms that development team can comprehend.
* Created SSIS Packages using SSIS Designer for importing heterogeneous data from OLEDB Sources, Excel Spreadsheet, text files into Data Warehouse.
* Various ETL Transformation tools were used for Control Flow and Data Flow tasks.
* Experienced in creating reports (SSRS) in Drill mode using tables, matrix and charts in SQL SERVER 2008.
* Designed and implemented Parameterized and cascading parameterized reports using SSRS.
* Created star schema in SSAS and developed SSRS reports based on the cube.
* Conduct client interviews, high-level reviews, and be part of focus groups to derive and execute action plans, meet deadlines, and follow industry standards and best practices.
* Facilitate User Acceptance Testing (UAT) and production rollouts, and the defects detected were tracked and managed using HP Quality Center.
* Produced reporting documents and led weekly meetings with developers and business units to discuss outstanding technical issues and deadlines that had to be met.
* Assist BAs in the team with appropriate documentation and domain knowledge.
* Perform data modeling, periodic report validation and data analysis by writing SQL queries using TOAD.
* Used SQL Profiler for troubleshooting, monitoring, and optimization of SQL Server and non-production database code as well as T-SQL code from developers and QA.
* Backing up, restoring system & other databases as per requirements, and scheduled those backups.
* Developing stored procedures, triggers, views, and adding/changing tables for data load and transformation, and data extraction.
* Used SQL Server Profiler to trace the slow running queries and tried to Optimize SQL queries for improved performance and availability.
* Involved in writing queries for Stored procedures, clustered and non-clustered indexes
* Involved in optimizing code and improving efficiency in databases including re-indexing, updating statistics, recompiling stored procedures and performing other maintenance tasks.
* Interaction and coordination with end users and management to identify Business system needs evaluated solutions for business problems bottlenecks and evaluated alternate methods to increase efficiency and improve control.

**Environment**: Tableau 10.1, Teradata, SQL, Share Point, Agile-Scrum, TOAD, Autosys, UNIX, MS VISIO, Microsoft Office Suite.

**American Express, Phoenix, AZ July’12 – Dec’14**

**Role: Tableau Developer/Admin**

The American Express Company, also known as Amex, is an American multinational financial services corporation headquartered in Manhattan's Three World Financial Center in New York City, United States. Amex markets insurance, credit cards, and investment products and their online services division is among the most successful in the field claiming about 15 million users.

As Tableau Developer, primary activities included product installation and implementation (Tableau Server stand up from scratch); development of insightful dashboards and delivery of solutions adhering to BI industry best practices.

**Responsibilities:**

* Lead a team of 4 in complete end-end Tableau Implementation from Gathering requirements, Design, Development and implementation of Tableau and OBIEE applications.
* Hands-on development assisting users in creating and modifying worksheets and data visualization dashboards.
* Designed dashboard templates as per the requirement and dashboard content which includes complex tabular reports.
* Utilized capabilities of Tableau such as Data extracts, Data blending, Forecasting, Dashboard actions and Table calculations.
* Involved in creating a dual-axis bar charts with multiple measures, box plots, heat maps and background maps and trend lines statistics.
* Worked with the advanced Tableau features including calculated fields, parameters, table calculations, joins and dashboard actions.
* Worked on creating various dashboards in Tableau Desktop by querying various ODBC connections such as Teradata, Oracle SQL Developer, and SQL Server.
* Created SQL scripts for testing and validating data on various reports and dashboards and handled performance issues effectively in Tableau
* Restricted data for users using Row Level Security and user Filters.
* Involved in creating data blending in case of merging different data sources.
* Was a SME for designing graphs and tables to make them visually exciting, and aesthetically pleasing, while at the same time maintaining the accuracy of the core information content that is being communicated.
* Extensively Involved in Optimizing DB2 and Oracle SQL Views for the Data load and Dimensions Build.
* Created Custom complex SQL Queries to generate the data from data base and use it for making Innovate Dashboards for easy Data Visualization and Forecasting in Tableau.
* Performed extensive GAP analysis in the project as there were numerous 'As-Is' and 'To-Be' conditions
* Involved in installation and maintenance of Tableau Server and administering users, user groups, projects and scheduling instances for dashboards in Tableau.
* Involved in creation of workbooks and the appropriate permission sets for Tableau server logons and security check.
* Designed and developed various applications artifacts including dimensions, data forms, business rules, reports, books, workflow, security etc.
* Extensively used Tabadmin and Tabcmd commands in creating backups and restoring backups of Tableau repository.
* Developed proof of concept for best practices in Tableau development & deployment, and ad-hoc reporting.
* Used relational database structures, theories, principles, and practices.
* Interacted professionally with a diverse group, including executives, managers, and LOB.
* Executed PL/SQL blocks using cursors, REF cursors, exception handling, Collections -Nested tables and Index of Table and Dynamic SQL.
* Wrote PL/SQL Stored Procedures, Functions and Packages
* Involved in some DBA Activities like creating Tables and Indexes to Improve the Retrieval Performance of the Data views in DB2 and Oracle databases
* Responsible for migrating the web catalog and RPD from DEV, UAT and Production environments.

**Environment:** Tableau 7.0.10, Tableau server, Oracle SQL developer, SQL Server, PL/SQL, MS Access, Windows server, Teradata, MS Office.

# eCentric Solutions, Hyderabad, India Jul’10 – June’12

# Role: BI Consultant

eCentric solutions private limited has grown phenomenally from a specialist in software development and support into an end-to-end IT solutions provider for Government of India, US Government and Fortune 500 companies. eCentric primarily focused on e-governance projects in India that are growing at a triple digit growth rate every year and off-shoring solutions ranging from strategy consulting, business analysis, project management, software development, software implementation, maintenance and support.

As a BI Consultant involved in resolving reporting issues and design issues throughout the reporting life cycle.

**Responsibilities:**

* Worked on gathering data requirements from different sources and data cleansing.
* Created Tableau scorecards, dashboards using stack bars, bar graphs, scatter plots, geographical maps, heat maps, bullet charts, Gantt charts demonstrating key information for decision making.
* Worked extensively with Advance Analysis Actions, Calculations, Parameters, Background images, Maps, Trend Lines, Statistics, and Log Axes. Groups, hierarchies, sets to create detail level summary reports and dashboards using KPI's.
* Worked on creating Pivots, sets, groups, and parameters.
* Created demos in Tableau Desktop and published onto Tableau Server.
* Created, organized, customized analysis and visualized projects and dashboards to present to Senior Level Executives.
* Worked on Creating various plots and drill down analysis using tableau desktop.
* Worked on scheduling reports, managing data sources and refresh extracts.
* Worked on optimizing workbook performance using efficient joins and blends.
* Provided support for Tableau training for various end users.
* Interacted on a day to day basis with several different groups to achieve a common deliverable.
* Involved in resolving reporting issues and design issues throughout the reporting life cycle.
* Managed a development team responsible for product delivery, support, development and maintenance.

**Environment**: Tableau 5.0.4, Oracle, SQL