**Umer Jawaid**

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**Sr. Tableau Consultant**

**SUMMARY:**

* **Having 8+ Years** of experience in **Tableau** Solutions with **BI**,**Data Modeling** & **Data Analyis**.
* Expertise in data cleansing for **analysis**, perform data quality testing for gaps, and liaising with data origination teams.
* Experience in designing stunning visualizations using **Tableau** software and publishing and presenting dashboards on web and desktop platforms
* Consistently delivered results in various stages of Software Development Life Cycle (**SDLC**).
* Have been working with various data sources such as **Ora**c**le**, **SQL Server**, **Teradata** & **Netezza**
* Involved in Trouble Shooting, Performance tuning of reports and resolving issues within **Tableau** Server and Reports.
* Experience in Installation, Configuration and administration of **Tableau** Server in a multi-server and multi-tier environment.
* Extensive experience with **OLTP**/**OLAP** System and E-R modeling, developing Database Schemas like **STAR schema** and Snowflake schema used in relational, dimensional and multidimensional modeling.
* Extensive experience in using tools like **SQL** Plus, **TOAD**, **SQL** Developer and **SQL** Loader.
* Experience in **Data Modeling** using designed tool **Erwin**, **Ora**c**le** **SQL** Developer, **SQL Server** **Management** **studio**, My **SQL**, **SQL** Plus and **Toad**.
* Expertise in writing **SQL** Queries, Dynamic-queries, sub-queries and complex joins for generating Complex Stored Procedures, **Triggers**, User-defined Functions, Views and Cursors.
* Deploying and scheduling Reports using **SSRS** to generate all daily, weekly, monthly and quarterly Reports including current status.
* Designed and deployed reports with Drill Down, Drill Through and Drop down menu option and Parameterized and Linked reports.
* Good Experience using MapReduce, and "**BIg data**" work on Hadoop and other NO **SQL** platforms
* **Excel**lent Experience with **BIg data** technologies (e.g., Hadoop, BIgQuery, Cassandra)
* Experience in understanding Stored Procedures, Stored Functions, Database **Triggers**, and Packages using **PL/SQL**.
* Extensive experience in advanced **SQL** Queries and **PL/SQL** stored procedures.
* Good Data Warehousing concepts including Meta data and **Data Mart**s.
* Experienced in **Business Intelligen**c**e** (**SSIS**, **SSRS**), **Data Warehousing** and Dashboards.
* Develop and deliver dynamic reporting solutions using **SQL Server** 2005 Reporting Services (**SSRS**)
* Wide experience in creating **OLAP** cubes, identifying dimensions, attributes, hierarchies and calculating measures and dimension members.
* Extensive working experience in Normalization and De-Normalization techniques for both **OLTP** and **OLAP** systems in creating Database Objects like tables, Constraints (Primary key, Foreign Key, Unique, Default), Indexes.
* Strong analytical, logical, Communication and problem solving skills and aBIlity to quickly adapt to new technologies by self-learning.

**SKILL SET:**

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| --- | --- |
| Specialties | Data Visualization, Business Intelligence (BI), Software Management and Data Collection. |
| BI Tools | Tableau 7.0,Tableau 8.0/8.1,Cognos,SSRS |
| Relational Databases | SQL Server 2005/2008R2/2012, Oracle 10g/11g, Teradata, Netezza |
| Tools and Packages | SQL Server Management studio, Toad, Profiler, Microsoft Visual Studio, |
| Languages | SQL, PL/SQL, C, C#, ASP.Net, HTML, XML, XSL |
| Operating Systems | Windows 2000/2003, 2008 Server, Windows 95/98/2000/XP, UNIX, LINUX. |

**PROFESSIONAL EXPERIENCE:**

**HAP, Southfield, MI Apr 2014 – Till Date**

**Sr. Tableau Developer**

**Responsibilities:**

* Wrote **MySQL** queries from scratch and created views on **MySQL** for **Tableau**
* Grant server access to team members for live connections
* Performed logical data modeling, physical **Data Modeling** (including reverse engineering) using the **Erwin** **Data Modeling** tool.
* Developed Data Migration and Cleansing rules for the Integration Architecture (**OLTP**, **ODS**, **DW**).
* Built Test Scripts and Training modules for end users
* Developed **UNIX** scripts required for the DB2 **Data warehouse** deployed on **UNIX** platform.
* Experienced in data integration, metadata **Management**, **ETL**, **Data Modeling** tool sets.
* Implementing logical and physical **Data Modeling** with **STAR schema** using **Erwin** in **Data Mart**.
* Developed, managed and validated existing data models including logical and physical models of the **data warehouse** and source systems utilizing a **3NF** model
* Developed normalized Logical and Physical database models to design **OLTP** system.
* Performed data **analysis** and data profiling using complex **SQL** on various sources systems including **Ora**c**le**, **SQL Server** and **DB2**.
* Data mapping, logical data modeling, created class diagrams and ER diagrams and used **SQL** queries to filter data within the **Ora**c**le** database.
* Developed **ETL** load **SQL** queries using Complex Joins which involves tables spanning the entire data model for the **Teradata** **Data Warehouse**.
* Maintaining and implementing Data Models for Enterprise **Data warehouse** using **ERWIN**.
* Created four reports and filtered them by various measures and dimensions.
* Blended data from multiple databases into one report.

**Environment:** Erwin r8, Windows XP/NT/2000, SQL Server 2008, Teradata, Oracle11g, DB2, Informix, MS Excel, Mainframes MS Visio, Rational Rose, Requisite Pro, OBIEE.

**T-MobIle,** [**Bellevue, WA**](http://en.wikipedia.org/wiki/Bellevue,_Washington) **Jan 2013 – Mar 2014**

**Tableau Developer**

**Responsib**i**lities:**

* Involved in reviewing business requirements and analyzing data sources form **Excel**/**Ora**c**le** **SQL Server** for design, development, testing, and production rollover of reporting and **analysis** projects within **Tableau** Desktop.
* Created views in **Tableau** Desktop that were published to internal team for review and further data **analysis** and customization using filters and actions.
* Created Heat Map showing current service subscribers by color that were broken into regions allowing business user to understand where we have most users vs. least users.
* Projected and forecasted future growth in terms of number of subscribers based on upgrading to **LTE** by developing Area Maps to show details on which states were connected the most.
* Converted charts into Crosstabs for further underlying data **analysis** in **MS Excel**.
* Created Bullet graphs to determine profit generation by using measures and dimensions data from **Ora**c**le** **SQL Server** and **MS Excel**.
* Blended data from multiple databases into one report by selecting primary key’s from each database for data validation.
* ComBIned views and reports into interactive dashboards in **Tableau** Desktop that were presented to Business Users, Program Managers, and End Users.
* Reviewed basic **SQL** queries and edited inner, left, and right joins in **Tableau** Desktop by connecting live/dynamic and static datasets.
* 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.
* 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.
* Tested dashboards to ensure data was matching as per the business requirements and if there were any changes in underlying data.
* Participated in meetings, reviews, and user group discussions as well as communicating with stakeholders and business groups.

**Environment:** Tableau Desktop 7 & 8.1, Tableau Server, MS Office Suite, Oracle SQL Server R2, MS Excel

**IMS Healthcare, Westchester, PA Jun 2011 – De**c **2012**

**Tableau Developer**

**Responsibilities:**

* Worked on **Proof of Concepts** (POC) presentation and review with project and IT lead along with developing **Tableau** Dashboards.
* Worked on technical strategy, provided hardware and software configuration, understood client-wide BI implementation project, design and develop visualizations as per requested
* Brainstorm ideas on what to include in views/dashboards from the data source and document on the fly business requirements.
* Used Model Manager Option in **Erwin** to synchronize the data models in Model Mart approach.
* Create views and dashboards on end client's data. Produced powerful dashboards telling story behind the data in an easy to understand format such as pie, bar, geo, and line charts that are viewed daily by senior **Management**.
* Worked on **Trillium** Data Quality tool for monitoring Production systems for Data Anomalies and resolve issues.
* Cleanse and normalize data in **MS Excel** by comBIning from various data sources.
* Perform **Tableau** Server admin duties; add users/groups from Active Directory; and schedule instances in **Tableau** Server including weekly data dump.
* 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.
* Train end client users on **Tableau** Desktop by providing step-by-step guidance from basics to advanced functions of **Tableau** including working with calculations, parameters, and date functions.

**Environment**: Tableau Desktop 8.1, Tableau Server 8.1, MS Excel, MS SQL Server 2012 R2, Win Server 2012 R2, Active Directory

**Compass Bank, Lincoln, AL Apr 2010 – May 2011**

**Data Modeler**

**Responsibilities:**

* Created **3NF** business area **Data Modeling** with de-normalized physical implementation; data and information requirements **analysis**.
* Created E/R Diagrams, **Data Flow Diagrams**, grouped and created the tables, validated the data, identified lookup tables.
* Provided inputs to development team in performing extraction, transformation and load for **Data Marts** and **data warehouses**.
* Provided input into database systems optimization for performance efficiency and worked on full lifecycle of **Data Modeling** (logical - physical - deployment)
* Involved with data cleansing/scrubBIng and validation.
* Performed dicing and slicing on data using Pivot tables to acquire the churn rate pattern and prepared reports as required.
* Writing queries and stored procedures in **PL/SQL** to fetch data from the **OLTP** system and executed at regular intervals of time.
* Used **SQL** and T-**SQL** for Microsoft databases.
* Developed Data Mapping, Data Governance, Transformation and Cleansing rules for the Master Data **Management** Architecture involving **OLTP**, ODS and **OLAP**.
* Included setting up reports for export to **Excel**, access as ad-hoc reports for clients.
* Worked at conceptual/logical/physical data model level using **Erwin** according to requirements.
* Designed **SSRS** applications that had to meet clients' requests.
* Worked with clients as an analyst for custom UI, data filters and requirements.
* Designed a **STAR schema** for data involving shared dimensions (Conformed) for other subject areas using **Erwin** Data Modeler.
* Developed the **data warehouse** model (**Kimball's**) with multiple **Data Marts** with conformed dimensions for the proposed central model of the Project.

**Environment:** SQL, T-SQL, SSRS, SSIS.

**M&T Bank, Buffalo, NY    Jan 2009 – Mar 2010**

**Data Modeler**

**Responsibilities:**

* Designed a **STAR schema** for the **data warehouse** using dimensional modeling and developed it using the **Erwin** tool.
* Designed and implemented stored procedures and **triggers** for automating tasks.
* Maintained the table performance by following the tuning tips like normalization, creating Indexes.
* Evaluated database performance and performed maintenance duties such as tuning, backup, restoration and disaster recovery.
* Applied various data transformations like Slowly Changing Dimension (**SCD**), Aggregate, Sort, Multicasting, Conditional split, Derived column etc.
* Designed a new schema for the **Data Mart** databases.
* Ensured best practices are applied and integrity of data is maintained through security and documentation.
* Involved with data profiling for multiple sources and answered complex business questions by providing data to business users.
* Worked with data investigation, discovery and mapping tools to scan every single data record from many sources.
* Perform data reconciliation between integrated systems.
* Metrics reporting , **data mining** and trends in helpdesk environment using Access
* Involved in **data mining**, transformation and loading from the source systems to the target system.
* Supported business areas and database platforms to ensure logical data model and database design, creation, and generation follows enterprise standards, processes, and procedures

**Environment:** MS SQL Server 2008r2, T-SQL, SSRS 2008r2, Visual Studio 2008r2, Erwin 8.0.

**Froedtert Health, Milwaukee, WI May 2007 – Dec 2008**

**Data Modeler**

**Responsibilities:**

* Dealt with requirements gathering, **analysis**, design, development, change **Management**, deployment and user training.
* Added logins, roles, groups to the Window NT and **MS** **SQL Server** and maintained proper security procedures.
* Designed **ER diagrams** (Physical and Logical using **Erwin**) and mapping the data into database objects.
* Produced Logical /Physical Data Models.
* Created, maintained, modified, and optimized **SQL Server** databases, database security and auditing
* Wrote various stored procedures, Indexed views, dimensions and stored outlines for optimal performance.
* Worked with the **ETL** team to document the transformation rules for data migration from **OLTP** to Warehouse environment for reporting purposes.
* Implemented a well-planned Backup and Restoration strategy that protects databases against data loss due to damage caused by a variety of failures.

**Environment:** SQL Server 2005 Enterprise Edition, MS Excel,  T-SQL, MS Access 2000, SQL Reporting Services, Erwin 7.3,  XML.

### Infosys Technologies Ltd, Bangalore, India Apr ‘06 – Apr’07 Data Analyst/Data Modeler

**Responsibilities:**

* Designed & Created **Test Cases based** on the Business requirements (Also referred Source to Target Detailed mapping document & Transformation rules document).
* Involved in extensive **DATA validation** using **SQL queries** and back-end testing
* Used **SQL** for Querying the database in **UNIX** environment
* Developed separate test cases for **ETL** process (Inbound & Outbound) and reporting
* Involved with Design and Development team to implement the requirements.
* Developed and Performed execution of Test Scripts manually to verify the expected results
* Design and development of **ETL** processes using Informatica **ETL** tool for dimension and fact file creation
* Performed **data analysis** and **data profiling** using complex **SQL** on various sources systems including Oracle and **Netezza**
* Involved in **Manual and Automated testing** using **QTP** and Quality Center.
* Conducted Black Box – Functional, Regression and Data Driven.White box – Unit and Integration Testing (positive and negative scenarios).
* Defects tracking, review, analyze and compare results using Quality Center.
* Participating in the MR/CR review meetings to resolve the issues.
* Defined the Scope for System and Integration Testing
* Prepares and submit the summarized audit reports and taking corrective actions
* Involved in Uploading Master and Transactional data from flat files and preparation of Test cases, Sub System Testing.
* Document and publish test results, troubleshoot and escalate issues
* Preparation of various test documents for **ETL** process in **Quality Center**.
* Involved in Test Scheduling and milestones with the dependencies
* Functionality testing of email notification in **ETL** job failures, abort or data issue problems.
* Identify, assess and intimate potential risks associated to testing scope, quality of the product and schedule
* Created and executed test cases for **ETL** jobs to upload master data to repository.
* Responsible to understand and train others on the enhancements or new features developed
* Conduct load testing and provide input into capacity planning efforts.
* Provide support to client with assessing how many virtual user licenses would be needed for performance testing, specifically load testing using **Load Runner**
* Create and execute test scripts, cases, and scenarios that will determine optimal system performance according to specifications.
* Modified the automated scripts from time to time to accommodate the changes/upgrades in the application interface.
* Tested the database to check field size validation, check constraints, stored procedures and cross verifying the field size defined within the application with **metadata**.

**Environment:** Windows XP, Informatica Power Center 6.1/7.1, QTP 9.2, Test Director 7.x, Load Runner 7.0, Oracle 10g, UNIX AIX 5.2, PERL, Shell Scripting