**Vamshidhar Reddy**  **` Ph.** (469)229-7603

**SQL BI Developer** [**vamshireddy1103@gmail.com**](mailto:vamshireddy1103@gmail.com)

An experienced BI professional with 8+ years of experience in SQL Server Developer 2000/2005/2008/2012, SQL Server Integration Services **(SSIS),** SQL Server Reporting Services **(SSRS),** SQL Server Analysis Server **(SSAS)** and Visual Studio.

| SUMMARY |
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* Hands on experience with SQL Server and **T-SQL**, Designing and **Normalization** techniques on the database tables.
* Worked extensively on the **Business Intelligence Development Studio (BIDS)**, that includes experience in design, development and implementation of complex data delivery systems using **MS SQL Server** and various **data visualization tools**.
* Experience in constructing **Stored Procedures, Replication, Index, Functions, Triggers, Cursors, Tables, Views, Relational database Models, and Data integrity.**
* Experience in Migration of databases and database applications from MS SQL Server 2008 to MS SQL Server 2012.
* Experience in **Extracting, Transforming and Loading (ETL) data**.
* Experience in **Designing, developing and deploying SQL Server Integration Services (SSIS)** packages.
* Familiar with implementation of SSIS (SQL Server Integration Services), Notification Services, Database **Mirroring concepts**.
* Developed Dashboard Reports using Performance **Point Server** **on SharePoint**, SQL Server Reporting Services (SSRS), **Report Model and Ad Hoc Reporting using Report Builder**.
* Proficient in creating SQL Server Reports, handling sub-reports and writing queries to perform roll-up and drill down operations in SSRS 2012.
* Experience in writing **Parameterized Queries** for generating **stylish Tabular reports, Drill down, Drill through, Cascading, Parameterized, click through, Matrix, Chart, Snap shot reports, Formatting report layout, Sub reports using Global Variables, Expressions, Functions, Sorting the data, defining data source and subtotals** for the reports using SSRS.
* Experienced in developing **Ad-hoc** reports using **Data Flow Diagrams, Dimensional Data Models**, **Business Objects, Process Models, and ER diagrams, SDLC concepts**.
* Experience in creating scheduling **Jobs, Alerts, SQL Mail Agent,** and **scheduled DTS Packages.**
* Experienced in MS SQL Server configuration, performance tuning, client/server connectivity, query optimization, back-up/recovery, running **Database Consistency Checks using DBCC**.
* Experienced in implementing different types of Replication Models like **Snapshot, Merge and Transactional.**
* Experience in **Cube designing** in Business Intelligence Development Studio **(SSAS)** to edit various properties of a cube, including the measure groups and measures, **cube dimensions** and **dimension relationships, calculations.**
* Experience in working with **SSAS** in creating data source views, named queries, dimensions and deploying of analysis services projects.
* Developed **Dimensions**, **Data source views**, **SSAS Cubes**, deployed and processed SSAS objects, created **SSAS** storage and partitions and aggregations
* Extensively worked on **Dimensional modeling**, Data cleansing and Data Staging of operational sources using ETL processes and good experience in **SSAS**.
* Experience in developing **SSAS** projects using **MDX i**n MSSQL Server 2008.
* Extensive experience in writing **MDX Scripting** and **MDX Queries**
* Expertise knowledge in **MDX** and Advance **MDX**, and **DAX** Language.
* Transformed data from various data sources using **OLE DB / MS AS** connection by creating various **DTS packages.**
* Creating packages using **SSIS, Import, Export Data, Bulk Insert and BCP Utilities.**
* Experience in **OLAP** (Online Analytical Processing) programming like **Measures, Cubes, Dimensions** and **MDX for Star Schema, Snowflake Schema**.
* Excellent work ethics, self- motivated, quick learner and team oriented. Continually provided value added services to the clients through thoughtful experience and excellent communication skills.
* Capable of forming and maintaining positive and productive working relationships in internal/external and team environments.

| EDUCATION |
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Bachelors of Engineering JNTU Hyderabad

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| EXPERTISE |
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| **Databases Tools** | SQL Enterprise Manager, Query Analyzer, SQL Server Management Studio, Business Intelligence Development Studio, SQL Profiler, SQL Server Analysis Service (SSAS) |
| **ETL Tools** | Data Transformation Services (DTS) – Export/Import, SQL Server Integration Service (SSIS) |
| **Reporting Tools** | SQL Server Reporting Services (2012/2008R2/2008/2005/2000/7.0), MS Access, MS Excel, Crystal Reports |
| **Database** | MS SQL Server 2014/2012/2008/2005/2000, MS Access, Oracle 11g/10g/9i |
| **Languages** | T-SQL, PL-SQL, C, Objective C# |
| **Web Technologies** | HTML, DHTML, XML, XSL, Java Script (Validation), CSS, PERL |
| **Operating Systems** | Windows (95/98/2000/2003), Windows 2007 Server, Windows XP, Windows Vista, 8.1, 10, Mac 10.X |
| **Other Tools** | MS Office Suite (Microsoft Word, Power Point, MS Visio, MS Project), Data Modeling, OLAP & OLTP, ERWIN |

| PROFESSIONAL EXPERIENCE |
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**CenturyLink, Inc. Phoenix, AZ Jan’2018-Present**

**Role: SQL Server/ SSIS Developer**

**Description:**

CenturyLink, Inc. is an [American](https://en.wikipedia.org/wiki/United_States) [telecommunications company](https://en.wikipedia.org/wiki/Telecommunications_company), headquartered in [Monroe](https://en.wikipedia.org/wiki/Monroe,_Louisiana), [Louisiana](https://en.wikipedia.org/wiki/Louisiana), that provides communications and data services to residential, business, governmental, and wholesale customers in 37 [states](https://en.wikipedia.org/wiki/U.S._state). A member of the [S&P 500](https://en.wikipedia.org/wiki/S%26P_500) index, the company operates as a [local exchange carrier](https://en.wikipedia.org/wiki/Local_exchange_carrier) and [Internet access provider](https://en.wikipedia.org/wiki/Internet_access_provider) in U.S. markets and is the third-largest telecommunications company in the United States in terms of lines served, behind [AT&T](https://en.wikipedia.org/wiki/AT%26T) and [Verizon](https://en.wikipedia.org/wiki/Verizon_Communications). It also provides [long distance](https://en.wikipedia.org/wiki/Long_distance_calling) service.

**Roles and Responsibilities:**

* Created various database tables and procedures to update and clean the old data.
* Created and maintained database mapping document which mapped the old tables to the new ones.
* Designed and tested (Unit, Integration and Regression) packages to extract, transform and load data using **SQL Server Integration Services (SSIS).**
* Developed **Complex Stored Procedures, Views and Temporary Tables as per the requirement.**
* Designed SSIS Packages in SQL Server 2014 to **handle data migration (ETL Processes) from transaction System to Dimensional Model.**
* Designed packages which utilized tasks and transformations such as Execute SQL Task, Data Flow Task, Sequence Container, For Each Loop Container, Lookup, Aggregate, Expression and more.,
* Implemented **SSIS (ETL)** to extract and transform data from **RDBMS** and **Flat files/CSV, SQL Server** 2014 instances and to load into staging and then to **DW for further Data Analysis and Reporting** by using multiple transformations provided by SSIS such **as Data Conversion, Conditional Split, Bulk Insert, merge and union all.**
* Created in **Extracting and Transforming data (ETL)** from **Database** and creating packages using **SSIS, Import, Export Data, Bulk Insert and BCP Utilities.**
* Part of **Relational Data Warehouse Designs** and effectively identified and created **Facts and Dimensions Tables.**
* Developed error handling routines for packages using both script tasks as well as in the error handling tab.
* Modified the Existing SSIS Packages and added more custom build audits and alerts in case of package failure. Developed Unit Test Plans for SSIS packages.
* Responsible for allocating responsibilities and coordinating ETL efforts among team members to ensure best practices are used.
* Involved in regular code inspections to ensure business and system requirements are met.
* Scheduled package execution using SQL Server Management Studio to execute packages on a daily/weekly basis.
* Documented ETL processes and prepared project status report updates/audit reports/ list of issue items that need to be reviewed.

**Environment: MS SQL Server-2014, SSIS, SSRS, Visual Studio 2103, T-SQL, DTS, SQL Profiler, OLTP, Erwin, Office-2007, MS Excel.**

**Aristocrat Technologies Inc. Las Vegas, NV Mar’2016-Dec’2017 Role: SQL BI Developer**

**Description**: Aristocrat is a world leader in gaming entertainment, offering a diverse range of products and services, including electronic gaming machines, social gaming and casino management systems. We’re licensed in 240 gaming jurisdictions and operate in 90 countries around the world, with a team of over 3000 employees who deliver outstanding results by pushing the boundaries of innovation, creativity and technology. Since our humble beginnings in 1953, we’ve been driven by a desire to create the world’s greatest gaming experience, every day.

**Responsibilities:**

* Responsible for gathering and defining user report requirements and developing appropriate interfaces for the reporting infrastructure environment to meet customer business needs, based on business processes and data entities between various systems.
* Developed appropriate layout and designs for required reports using the SSRS and Stored procedures to retrieve data from the SQL Server using appropriate SQL language (T-SQL) to provide optimal performance.
* Worked on extracting, transforming and loading data using **SSIS Import/Export Wizard.**
* Created **SSIS Packages** to integrate data coming from Text files and Excel files.
* Created Tables, Stored procedures and defined functions. Created **SQL scripts** for tuning and **scheduling**.
* Involved in **Report Design and Coding** for Standard Tabular type reports, including **Drill Down and Drill Through functionality and Graphical representation for effective analysis**.
* **Created Tabular reports, Matrix reports, List reports and Subreports using SSRS**.
* Used complex expressions to **Calculate, Group, Filter, Parameterized** and **Format** the contents of the report according to the requirement.
* Used Conditional Formatting to change the behavior of the report depending on the requirement.
* Worked on Custom Development in reporting services **using Custom code, Functions, Class Libraries, Data processing extensions and generating RDL**.
* Design and development of **reports, views, workflows, and dashboards using Visio 2010, SharePoint 2010 Designer, Business Intelligence Development Studio (BIDS), and PerformancePoint Dashboard Designer**.
* Migrated and resolved conversion errors for Performance Point Server reports to SharePoint 2010 Business Intelligence platform.
* Created web-based reports in **SQL Server Reporting Services (SP Integrated) and SharePoint Performance Point Services.**
* Scheduled report delivery in formats like **PDF, Excel file, CSV, Microsoft Word and text files** by creating subscriptions on the report server to business users as a mail attachment.
* Generated Reports that can handle dynamic grouping and dynamic sorting for efficient and clear viewing the reports.
* Deployed SSRS Reports to the report server and Administered Security, subscriptions
* Migrated and Converted over 200 **Crystal Reports to SQL Server Reporting Services (SSRS).**
* Generated test data and tested new databases consistency with existing databases to meet the functional requirement.
* Designed, created, tested, and support over 60+ Enterprise Reports utilizing all aspects of Reporting Services (SSRS) functionality: **Calculated fields, Formulas, Parameters, Sub-Reports, Conditional Formatting, and external web service calls**
* Created reports that included formatting options such as **Grouping, Sorting, Parameter** prompts.
* Generated various reports with drill down**, drill through, calculated members, and dropdowns** from the cubes by connecting to Analysis server using Excel.
* Modified report content and exported reports in multiple formats based on user input.

**Environment**: **MS SQL Server Management Studio 2008 R2 / 2012 / 2014, SSDT, BIDS, SSIS, SSRS, SharePoint, Visual Source Team Foundation Server (VSTS), EPICOR**

**Asset Mark Concord, CA Apr’2015-Feb’2016 Role: SQL BI Developer (SSIS/SSAS/SSRS)**

**Description:** Asset Mark is a leading independent provider of innovative investment and consulting solutions serving financial advisors. We provide investment, relationship and practice management solutions that advisors use to help clients achieve their investment objectives and life goals.

**Responsibilities:**

* Interacted with Business teams to collect data for the conceptual design of the system and worked with Development Teams and Managers to analyze business needs and developed technical specifications.
* Managed the entire **ETL** process involving the access, manipulation, analysis, interpretation and presentation of information from both internal and secondary data sources to end-users.
* Utilized SSIS to produce a **Data Mapping** and **Data Mart for reporting**, worked with Multi-Threading Concepts with Synchronous and Asynchronous transactions
* Used the **SSIS Import/Export**, migrated the Heterogeneous Database such as Oracle and Access database**, DB2, XML files, flat files to SQL server 2012.**
* Implemented **Event Handlers** and **Error Handling** in SSIS packages and notified process results to various user communities.
* Worked on large data warehouse Analysis services servers and developed the different reports for the analysis from that server.
* Created SSIS Packages using **Lookup, Merge, Sort, Derived Columns, Condition Split, Aggregate, Execute SQL Task, and Data Flow Task, Execute Package Task** etc. to generate underlying data for the reports and to export cleaned data from **Excel, Text file, XML file to different data Marts**. Developed reports and deployed them on server using **SQL Server Reporting Services (SSRS).**
* Built **MDX (Multi-Dimensional expressions)** queries to create datasets for Analysis Services & Reporting Services. Designed, deployed and maintained various Reports and implemented Parameterized and cascading parameterized reports using **SSRS.**
* Generated periodic reports based on the statistical analysis of the data using **SQL Server Reporting Services (SSRS).**
* Built cubes for production application, Partitioned Cubes to decrease the processing time and increase the performance of the queries running on front-end application using **SSAS.**
* Designed and developed the Dashboards on SharePoint using Performance Point designer.
* Created Various Dashboard Components like Scorecards**, KPI’s, Indicator, Analytic Charts, Strategy Maps and Various Reports.**
* Built various filters using the Named Sets**, MDX Query**, Member Selection and Custom Tables.
* Migrated the developed Dashboard workspaces to various Environments like Development, Testing, Pre-Production and Production.
* Performed **Data mapping,** logical **Data Modeling**, created class diagrams and **ER diagrams** and used SQL queries to filter data.
* Created various Exportable options for the Dashboard Reports and configured, automated the report delivery via Subscriptions.
* Scheduled the reports for the day-to-day as well as weekly/monthly in different formats like **MS Excel, PDF.**
* Developed, implemented procedures to ensure the quality, usability and accuracy of reports.
* Ensured crucial project deadlines/milestones are met without compromise on Quality of the Product.
* Involved in fixing the bugs reported, coding based on the enhancements.
* Performed complete impact analysis on system software due to suggested modifications/ enhancements and prepared detailed design documents identifying program and database design changes required for successful implementation of change module.

**Environment**: **MS SQL server 2012, MS Excel, Power Pivot, SSIS, SSAS and SSRS, Team Foundation Server.**

**Safeway Inc. Pleasanton, CA Feb’2014-Mar’2015**

**Role: MSBI, Developer**

**Description:**

Safeway, Inc. is an [American](https://en.wikipedia.org/wiki/United_States) [supermarket](https://en.wikipedia.org/wiki/Supermarket) chain that was acquired by [Cerberus Capital Management](https://en.wikipedia.org/wiki/Cerberus_Capital_Management) in January 2015. Safeway has now merged with Albertsons which now makes Safeway the second largest Supermarket chain in North America. Safeway main business includes Pharmaceuticals, fuel station, Liquor and household grocery.

**Roles and Responsibilities:**

* Worked with Business Team to collect data for the conceptual design of the system and Interacted with Development Teams and Managers to Analyze Business needs and developed technical specifications.
* Reduced the **T-SQL** overhead successfully by avoiding unnecessary use of the **UNION**, statement and using the **TOP operator** to limit the Select Statement in certain Queries.
* Created various database objects such as Stored Procedures, Triggers, Functions, Indexes and Views.
* **Agile methodology** was used throughout the project, performed **pivotal role** in planning and developing as well as aligning with the assigned sprints.
* **ETL implementation** using SQL Server Integration Services (SSIS) in **OLTP and Data Warehouse Environment.**
* Worked with SSIS packages which involved tasks like **Execute SQL, FTP tasks, Dataflow, File System, Script and various Data Flow transformations like Lookup, Merge, Pivot, Row Count, and Sort.**
* Debugging and troubleshooting the technical issues while implementing the applications.
* Created SSIS (SQL Server Integration Service) packages to extract data from **OLTP to OLAP** systems with different transformation and scheduled Jobs to run the packages daily.
* Lead the whole development process of the reports and guide team members as and when needed.
* Generated **Drill down, Drill through, Matrix Reports, parameterized reports, cascading parameterized Reports using SSRS.**
* Involved in **designing, developing**, and **deploying reports** in MS SQL Server environment using **SSRS** in **Business Intelligence Development Studio (BIDS).**
* Generated different types of Reports **Tabular, Matrix** using MS SQL Server Reporting Service (SSRS).
* Developed and delivered dynamic reporting solutions using MS SQL Server 2008 Reporting Services **(SSRS**).
* Expert in creating Power pivots, Power views and SSRS reports using tabular model **(DAX),** Cubes **(MDX)** and SQL queries.
* Also implemented user based subject selection (Role based security) in Power Views, Power Pivots and **SSRS** using **DAX, MDX** and SQL queries.
* Expertise in documenting the **ETL** process**, Source to Target Mapping** specifications, status reports and meeting minutes.
* Developing **SSAS Cubes, Dimensions, Facts and data source view SSAS-Data Mining Models and OLAP** **design (SSAS)** for different cloud services and service items. Implemented **OLAP cube and connecting using Excel Power Pivot.**
* Used **SSAS** to create multi-dimensional cubes with the help of **Cube Build Wizard** for numerous dimensions.
* Regular responsibilities for updating staging and dimensional databases as well as **rebuild the Dimensions and Cubes in Analysis Services (SSAS).**
* Created **SSAS Tabular semantic model** in Direct Query mode with multiple partitions, **KPI's**, hierarchies and calculated measures using **DAX** as per business requirements.
* Designed **complex SSAS** solutions using multiple **dimensions, perspectives, Hierarchies, Measures groups and KPI’S to Analyze performance of Strategic Business Units as well as corporate centers**.
* Querying and manipulating **multidimensional cube** data through **MDX Scripting in SSAS**.
* Identified **Dimensions** and **Facts**, Used **MDX** to extract data from **cubes** and created MDX script for representing Cube Calculation.
* Utilized **Script Task** and **Script Component** to create custom solution using **Microsoft Visual Basic** **(VB)** or **Microsoft Visual C#.**
* Conduct and lead knowledge sharing sessions with technical team and business users to improve the overall process.

**Environment: MS SQL Server 2012/2008, SQL Server Analysis Server (SSAS) 2012/2008, SQL Server Reporting Service (SSRS) 2012/2008, SQL Server Integration Service (SSIS) 2012/2008, T-SQL, PL/SQL, Excel, XML.**

**PepsiCo Inc., Plano, TX. Dec’2012-Jan’2014**

**Role: MS SQL Server Developer**

**Description:**

The Global score cards initiative is a one-stop shop for PepsiCo executives to view market share for PepsiCo products for the Top 50 customers across all divisions of PepsiCo. Internal and External sales data was sourced from numerous systems and reconciled using SQL BI Development.

**Roles and Responsibilities:**

* Created Databases, **Tables, Stored Procedure, DDL/DML, Triggers, Views, User defined data types, Cursors, Indexes, Derived Tables** and **Common Table Expressions (CTEs)** using T-SQL programming to facilitate efficient data manipulation and data consistency. Participated in maintaining and modifying tables and constraints for claims Database using SQL server.
* Installed, configured and maintained SQL Server Integration Services (SSIS).
* Responsible for total **ETL process**.
* Performed **ETL mappings using MS SQL Server Integration Services.**
* **Used DTS, SSIS and T-SQL store procedures** to transfer data from **OLTP** databases to staging area and finally transfer data marts and performed action in **XML**.
* Created packages using Integration Services (SSIS) for data extraction from **Flat Files, Excel Files, Access, DB2 and Oracle.**
* Designed high level **ETL** architecture for overall data transfer from the source server to the **Enterprise Services Warehouse** with different transformations to get the accurate data using SSIS 2008/2005 and deployed the SSIS packages to different environments by maintaining the configuration settings in the **XML files** and **variables**.
* Created packages in SSIS with **error handling** and worked with different methods of logging in SSIS.
* Created Physical and Logical data modeling using **ERWIN**.
* Created complex reports which involve more number of **groupings and multi-value parameters**.
* Extensively worked with the **SQL Profiler,** Database **Tuning Wizard** and query execution plans to identify the slow running queries and to test different application for performance.

**Environment:**

**SQL Server 2005/2008, SSIS 2005/2008, SSRS 2005/2008, T-SQL, SQL Profiler, Erwin, Oracle 10g, MS Share Point, Access and Excel.**

**Genpact, Hyderabad, India Jun’2010-Oct’2012**

**Role: SQL Server Database Developer**

**Description:**

Genpact began as a business unit within General Electric in 1997. Genpact has managed wide range of businesses for General Electric in financial and manufacturing services. After 2005 Genpact became an independent company and began to serve client outside of GE.

**Roles and Responsibilities:**

* Created all administration tasks of **SQL Server** and designed database, **tables and views**.
* Used system stored procedures and **DBCC** commands.
* Experience in **query optimization** and performance tuning. Used Execution plan, Performance Monitor.
* Wrote complex SQL queries and procedures for retrieval of data.
* Upgraded old **DTS packages** to SSIS 2008 packages.
* **Dropped and recreated the indexes** on tables for performances improvements.
* Used multiple transformers in **DTS** to meet the business requirements by collecting data from various sources.
* Involved in managing Jobs and **error logs.**
* Constructed different user level groups, and assigned appropriate permission level to the reports, to ensure access to the information for the right persons with authorizations based on their levels in the **Organizational Hierarchy.**

**Environment: MS SQL SERVER 2000/2005/2008, Microsoft Business Intelligence Development Studio (BIDS), DTS, OLAP, OLTP.**