**Varshitha M **

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

**267-551-1010**

PROFESSIONAL SUMMARY:

* **8 years** of experience in analysis, design, administration, development, integration and maintenance of **Data Warehouse, Business Intelligence, ETL and Database platforms** with over **4 years** of experience in **Tableau** reporting tool.
* Expertise in the design and development of **Tableau visualization** and dashboard solutions using **Tableau Desktop** and publishing the same on Tableau Server/ Public/ Reader and external websites.
* Experienced in Cognos 8, Framework manager, Query Studio, Report Studio, Analysis Studio and Cognos Connections.
* Extensive experience in various reporting objects like Facts, Attributes, Hierarchies, Transformations, Filters, Calculated Fields, Sets, Groups, Parameters in Tableau.
* Built dashboards using techniques for guided analytics, interactive dashboard design, and visual best practices using **Tableau 8.0/8.2/9.2/10.0**.
* Extensive experience with design and development of **Tableau Analytics** and experience on **Business Intelligence platforms** and processes across Communications, Utilities, Retail and Financial industries.
* Worked in creating different Visualizations in Tableau using Bar charts, Line charts, Pie charts, Maps, Scatter Plot charts, Heat maps and Table reports.
* Experience with Tableau Desktop objects to include Measures, Dimensions, Folders, and Hierarchies, Extract, Table calculations, Forecasting, Blending and Trend lines.
* Experience in design, development and testing of Cognos Power play cube models.
* Extensive experience with **SQL development** including querying data, creating tables, creating views and triggers.
* Designed and developed various analytical reports from multiple data sources by blending data on a single worksheet in Tableau Desktop.
* Extensive experience in **complexData Analysis** of large data sources, studying relationships among data tables to understand the data flow of various Businesses – Key for Report writing.
* Strong experience with scrum methodology and well versed in writing user stories.
* Very good at implementing **Tableau visualizations and dashboard design with best practices** to facilitate in-depth analytics and decision making among business users.
* Proficient in Data Analysis with sound knowledge in extraction of data from various database sources like MySQL, MSSQL and Oracle.
* Good knowledge in relational databases and data modeling for OLAP/ ROLAP.
* Expertise in developing advanced PL/SQL code through Stored Procedures, Triggers, Cursors, Tables, Views and User Defined Functions.
* Experience with **Level of Detail Expressions (LOD)** for complex calculations, and advanced grouping to implement semi additive measures.
* Experienced in developing Entity-Relationship diagrams, Star/Snowflake schema designs and expert in modeling transactional databases and data warehouses.
* Excellent knowledge of **ETL processes** and **Data modeling (Dimensional & Relational)** on concepts that include **Star Schema, Snowflake Schema** using fact and dimension tables and relational databases, and client/server applications.
* Comprehensive knowledge of Software Development Life Cycle **(SDLC),** having thorough understanding of various phases like Requirements, Analysis/Design, Development, Testing and Implementation.
* Good understanding of technical trends, architectures and highly motivated to know more about latest technology, new software and products.
* **Flexible and versatile** to **adapt to new environment** with a strong desire to keep pace with latest technologies.
* Good understanding of business environment, excellent communication skills and ability to work proactively in a fast paced environment. Quick learner and positive attitude towards new challenges.

TECHNICAL SKILLS:

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| --- | --- |
| Programming languages | C, C++, SQL |
| Methodologies | Star schema, Snowflake schema |
| Databases | Microsoft SQL server 2005,2008, Oracle, MySQL |
| Operating System | Mac OS and Windows (95, Vista, XP, 7, 8, 8.1, 10) |
| BI tools | Tableau 7.x, 8.x, 9.x (Desktop, Server, Reader, Public, Online), Cognos 8.x, (Report Studio, Query Studio, Event Studio, Cognos Connections, Framework Manager), Cognos Query, Cognos Power play, Crystal Reports, Knowledge on Business Objects and SSRS (SQL Server Reporting Services). |

PROFESSIONAL EXPERIENCE:

**Auto Plus (Pep boys), Philadelphia, PA Jan 2016-Till date**

**Sr. Data Analyst**

**Responsibilities:**

#### Involved in planning, defining and designing data based on business requirement and providing documentation for further references.

#### Implemented **Tableau** BI Dashboard reporting solution for various groups in the organization.

#### Published dashboards onto Tableau Server and from there consumers could choose viewing medium (laptop, pc, IPad etc.).

#### Created extensive joins for data blending from several different data sources.

#### Created Tableau scorecards, dashboards using stack bars, bar graphs, scattered plots, geographical maps, and Gantt charts using **show me functionality.**

#### Built complex **formulas in Tableau** for various business calculations

#### Worked extensively with advance analysis actions, calculations, parameters, background images, maps, trend lines, statistics, and log axes, groups, hierarchies, sets to create detailed level summary reports, and dashboards using **Tableau Desktop.**

#### Proficient in creating filters in Actions in Worksheet level and Dashboard level.

#### Built and published Tableau reports utilizing complex calculated fields, table calculations, filters etc.

#### Designed and deployed graphic visualizations with drill down and drop down menu options and parameterized using Tableau.

#### Introduced several levels of dashboard drill down and links to interrelated performance metrics

#### Administered and provided production support for enterprise wide Tableau application consisting of multiple key functional business domains.

#### Worked with business analysts, interpreted business requirements, and created server based Tableau dashboards with automatic updates.

#### Leveraged advanced features of Tableau such as calculated fields, parameters, and sets to support data analysis and data mining.

#### Worked with business stakeholders, application developers, production teams and across functional units to identify business needs and discuss solution options.

#### Scheduled data refresh on Tableau Server for weekly and monthly increments based on the new changes to ensure that the views and dashboards were displaying the changed data accurately.

#### Created several dashboards with various chart types such as stacked bar charts, scatter plots, heat maps, and text tables that demonstrated insightful trends over a period of time.

#### Documented complete server architecture and solutions to troubleshoot performance, scheduling, and server related issues. Created electronic spread sheets.

#### Performed Tableau Server administration activities including Site and Project creations, adding users and providing permissions to workbooks.

#### Conducted training sessions for users on **Tableau** to use it as a Self-service BI tool for **adhoc reporting**.

**Environment:**Tableau 9.x/8.x (Desktop/Server), Oracle 11i, Microsoft Office Suite (Word, Excel, PowerPoint), SQL Server, SQL Developer.

**Herbalife, Winston Salem, NC. Feb 2014 - Dec 2015**

**Data Analyst**

**Responsibilities:**

* Gathered business requirements from end users, analyzed and documented the same for various reporting needs.
* Worked with various complex queries with joins, sub-queries, and nested queries in SQL queries.
* **Coded complex SQL queries** to retrieve data from the database depending on the need.
* Created Cursors and Ref cursors as a part of the procedure to retrieve the selected data.
* Using set operators in PL/SQL like **Union, Union all**, and Intersect.
* Updated and manipulated content and files by using python / R scripts.
* Extracted 3 years’ data from different databases (MS SQL/Oracle) using **SQL.**

#### Developed and reviewed SQL queries with use of joins clauses (inner, left, right) in Tableau Desktop to validate static and dynamic data for data validation.

#### Created reports using custom SQL for complex report views.

#### Created data extracts for better performance of dashboards and accessing data offline.

#### Created views and dashboards based on requirements and published them to Tableau Server for business and end user teams to be reviewed.

#### Designed and developed mock-up Tableau Dashboards to explore options for visualization of data, presentation, and analysis.

#### Created spread sheets and line charts to display trends over a period of time and tied it with bar charts to show revenue growth.

#### **Created interactive, parametrized dashboards** by extracting data from different sources using data blending and applying actions (**filter, highlight and URL**).

#### Generated Interactive Dashboards with **Quick filters,** Parameters and Actions to handle views more efficiently.

#### Created Table of Contents (TOC), a common navigation page which had all the links to various reports and dashboards.

#### Developed various dashboards, used context filters, and sets while dealing with a huge volume of data.

#### Used parameters and input controls to give users control over certain values.

#### Integrated dashboards with live connection in Microsoft PowerPoint using Live Web add on.

#### Utilized features of Tableau software that included linking data from connections and filtering in multiple views at once.

#### Blended data from multiple databases into one report by selecting primary keys from each for data validation.

#### Executed and tested required queries and reports before publishing.

#### Participated in weekly meetings, reviews, and user group meeting as well as communicating with stakeholders and business groups.

#### **Environment:** Tableau Desktop 8.0, Oracle 11i, MS SQL Server, MS Visio, Microsoft Office Suite (Word, Excel, PowerPoint)

**Dex Media, Dallas, TX. Oct 2012 –Jan 2014**

**Data Analyst / Tableau Consultant**

**Responsibilities:**

* Worked with business stake holders, application developers, production teams and across functional units to identify business needs and discuss solution options.
* Developed actions, parameters, Filter (Local, Global) and calculated sets for preparing dashboards and worksheets using Tableau.
* Used multiple measures like Individual Axes, Dual Axes, and Blended Axes.
* Created Tableau dashboards and reports using stack bars, Bar Graphs, scatter plots, pie charts, bullet charts, Gantt charts, Geography maps according to end user requirements.
* Utilized Data Blending, Groups, Combine fields, calculated fields, and aggregated fields and spotlighting to compare and analyze data in different perspectives.
* Worked in the Agile methodology using Scrum which has its primary focus on the management part of the software development, dividing the whole development period into small iterations (of thirty days) called "sprints."
* Involved in gathering, analyzing, and documenting business requirements, functional requirements and data specifications.
* 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, Maps,
* Created organized, customized analysis and visualized projects and dashboards to present to Senior Level Executives.
* Worked in coordination with clients for feasibility study of the project in Tableau and drawing up the timelines and DB teams for designing the database as per project requirement.
* Combined views and reports into interactive dashboards in Tableau Desktop that were presented to Business Users, Program Managers, and End Users.

**Environment:**Tableau 9.x/8.x (Desktop/Server), tabcmd, SQL, PL/SQL, Microsoft Office Suite (Word, Excel, PowerPoint), SQL Server, SQL Developer.

**Johnson & Johnson, New Brunswick,NJ. Jan 2012 – Sept 2012**

**Data Analyst**

**Responsibilities:**

* Interacted with the Business Users to design a set of Crystal Reports which included sub-reports, dynamic parameters and complex formulae.
* Involved in physical and logical design of database, creating and managing the database and all the database objects.
* Created new and modifying existing Crystal reports 10.
* Involved in requirements gathering, analysis, design, development, change management, deployment and user training.
* Writing SQL code for stored procedures**to be used in Crystal reports.**
* Designed and developed reports using Crystal Reports.
* Communicated with clients regarding system requirements, ensuring the development and implementation of customized products for customer satisfaction
* Prepared functional specifications for user requirements.
* Published Crystal Reports in web based environment using Crystal Enterprise.
* Interacted with the Business Users to design of a set of Crystal Reports which included sub-reports, dynamic parameters and complex formulae.
* Worked with Business Analystindeveloping Requirement docs according to specifications.
* Maintenance and support for the system. Involved in end user training.

**Environment:**Oracle, Crystal reports, SQL, PL/SQL, Microsoft Office Suite (Word, Excel, and PowerPoint), SQL Server, and SQL Developer.

**FIS, Chicago, IL. Oct 2010 –Dec 2011**

**SQL Developer**

**Responsibilities:**

* Work closely with management and end-users to create and evaluate business requirements.
* Extensively used **SQL queries** to retrieve the data from large databases for further decision making.
* Designed, developed and maintained relational databases.
* Modified and maintained SQL server stored procedures, views, ad-hoc queries.

#### Creating and optimizing SQL queries, **Stored Procedures, Views, Joins**, Aggregate Function, Sub Queries, Cursors, Index, Constraints, Functions, Group by, Order by etc.

#### Creating different Custom maps for good Business understanding

* Used Star and Snowflake Schema methodologies.
* Delivering reports to Business team on timely manner.
* Provide support to Business and Data Analyst(s) in gathering and/or clarifying data and reporting requirements from business owners.
* Responsible for the Extraction, Transformation and Loading of data from Multiple Sources to Data Warehouse using SSIS.
* Created complex Stored Procedures, Functions, Indexes, Tables, Views and **SQL Joins** for applications.
* Create and maintain data model/architecture standards, including master data management.
* Monitoring nightly ETL process from various highly different source systems. Sources included SQL based databases and Excel Files. Also ensured that nightly backup jobs or cube processing or other ETL jobs didn't interfere with each other.
* Followed agile methodology and coordinated daily scrum meetings.
* Performed data cleansing for accurate reporting. Thoroughly analyzed data and integrate different data sources to process matching functions

#### Tested and improved Report Performance, and wrote SQL, PL/SQL Packages, Stored procedures, Functions, and Triggers.

#### Defined, stored and maintained security information using Access Manager.

#### Coordinated all communications with the Database Management team.

#### Conducted Unit Testing of the reports to ensure correctness of the data and was responsible for resolving issues after QA testing.

#### Developed, managed, and coordinated all User Acceptance Testing.

#### **Environment:** Windows XP, MS SQL Server 2005/2008, Microsoft Office Suite (Word, Excel, PowerPoint), Oracle 11g.

**Business Intelli Solutions, Hyderabad, India. June 2009 – Sept 2010**

**Program Analyst**

**Responsibilities**

* Determined data rules and conducted Logical and Physical design reviews with business analysts, developers and DBAs.
* Experienced in Data Transformation and Data Mapping from source to target database schemas and also data cleansing.
* Created various Physical Data Models based on discussions with DBAs and ETL developers.
* Worked on data mapping process from source system to target system.
* Created dimensional model for the reporting system by identifying required facts and dimensions using Erwin.
* Extensively used **Star and Snowflake Schema** methodologies.
* Developed and maintained Data Dictionary to create Metadata Reports for technical and business purpose.
* Worked on Performance Tuning of the database which includes indexes, optimizing SQL Statements.
* Used Model Mart of Erwin for effective model management of sharing, dividing and reusing model information and design for productivity improvement.
* Created tables, views, sequences, triggers, table spaces, constraints and generated DDL scripts for physical implementation.
* Worked at conceptual/logical/physical data model level using Erwin according to requirements.
* Performed data mining on data using very complex SQL queries and discovered pattern.
* Used **SQL for Querying the database**.
* Involved in extensive Data validation by writing several complex SQL queries and Involved in back-end testing and worked with data quality issues.
* Performed data analysis, Data Migration and data profiling using complex SQL on Oracle source systems.
* Designed semantic layer data model.

**Environment:** Oracle 11g, VISIO, MS-Office, SQL Architect, SQL Loader, PL/SQL, Oracle, MS-Excel.

EDUCATION:

Bachelors in Electronics and Communication Engineering at Jawaharlal Nehru Technological University (**JNTU**), Hyderabad, India.