**Veera Venkata**

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**DATA ANALYST**

**DATA PROFILING& WAREHOUSING⎢SYSTEM ANALYSIS& DESIGN**

**DATA MODELLING**

* Above 6+ years experienced professional with competence in **Data Analytics**, Reporting, **Data Modelling**, Data Visualization and **Dimensional Modelling**. Expertise includes requirement gathering, decision support and implementation of various applications in **OLTP** and **Data Warehousing**.
* Analytical data lover with the ability to handle any form of data. Sound knowledge of data source integration, working with **ETL** tools and using **Python** for **Statistical Data Analysis**, Visualization and Reporting.
* Expertise in modelling the **physical** and **logical data models** of existing database structures and extracting reports from databases.
* Insightful exposure to the methodologies of data quality, **data cleansing** and data transformation with the ability to conceptualize issues and develop well-reasoned resolutions.
* Extensive experience in Software Development Life cycle (SDLC) including System Analysis, Reporting, Data Modelling, Data Analysis and Business Analysis.
* Strong background in designing various Logical and Physical Data Models using **Erwin**,**ER Studio**, **Power Designer**,**MS Visio** and **toad** data modeler.
* Solid experience in Relational Modeling, Dimensional Modeling, Conceptual,Logical&Physical Modeling, Data Ware housing, **Fact&Dimension Tables**, **Star&Snowflake Schema** as per enterprise standards.
* Experience in developing data models which will serve both **OLTP** and **OLAP** functionality as per business needs.
* Skilled in developing PL/SQL scripts, **stored procedures**, **Triggers**, **Views** and **Indexes**.
* Hands on experience on various SQL Server Services like **Integration Services** (SSIS), **Analysis Services**(SSAS), and **Reporting Services** (SSRS) and Extract, Transform and Load (ETL) using Talend and **Informatica Power Center**.
* Expertise in python-based environment along with analytics, data wrangling and excel data extracts.
* Strong experience in using python libraries: Beautiful Soup, **Numpy**, Scipy, Matplotlib, **Pandas** data frame, urllib2, MySQL db for database connectivity, analysis and visualization.
* A data enthusiast with expertise in analyzing **large datasets**, creating **tableau dashboards** & providing actionable insights to executives and expertise in developing complex dashboards in creating chart visualizations in Tableau such as Geo Maps, Symbol Maps, Pie Charts, Bubble Charts, Bar Charts (Horizontal, Stacked), Tree Graphs, Scatter Plots, etc.
* Proficient at working both independency and in collaboration with multidisciplinary teams to develop structural and functional data annotations.
* Demonstrated strengths in establishing relationships with various leaders across the organization, and effectively navigating through change management obstacles. Industries include financial, automobiles, pharmaceuticals, hotel management and IT marketing.

**CORE COMPETENCIES**

Data Warehousing♦ Data Profiling♦ Data Cleansing♦Integration & Extraction tools♦ Logical & Physical data models♦Data Modelling♦Dimensional Modelling♦Data Visualization♦DataTransformation♦Data Mapping♦Business Analysis♦ Designing Database Diagrams♦SSIS data Integration♦Extract, Transform & Load♦Microsoft Visual Studio♦SSAS♦SSRS♦Windows♦Unix♦Linux♦GitHub& Microsoft Office Suite (Word, Excel, PowerPoint, Access)

**PROFESSIONAL EXPERIENCE**

**FIAT CHRYSLER AUTOMOBILES, Detroit,MIJanuary 2017– Present**

**Data Modeler/Data Analyst**

* Identified the business requirements by working with business users using the **Erwin** Design Tool and Erwin Model Manager to create and maintain data models.
* Performed data mining and gap analysis on data sources and destination systems to ensure data accuracy. Creating database objects such as views, tables, stored procedures and indexes.
* Created report snapshots to improve the performance of SSRS. Created subscriptions in SSRS to deliverreports to a shared file.
* Used Sub Reports, Graphing, Data Drill-Down, and Data sorting/grouping and created various dynamic reports using **SSRS**.
* Actively maintained **Enterprise Logical** and **Physical Data Models**, reflective of current environments. Conductedbusiness meeting sessions for addressing discrepancies and resolving them.
* Created dimensional model for the reporting system by identifying required dimensions and facts using ER Studio.
* **Normalized** and **De-normalized** the **tables** and maintaining Referential Integrity by using **Triggers** and **Primary** and **Foreign Keys**.
* Documented the complete process flow to describe the program development, logic, testing, and implementation, application integration and coding.
* Built efficient **SSIS** packages for processing fact and dimension tables with complex Transforms and type 1 and type 2 slowly changing dimensions.
* Developed mapping spreadsheets; provided the **Data Warehouse** Development (ETL) team with source to target Data Mapping; developed logical and physical data models that documented source data from multiple sources.
* Generated ad-hoc **SQL queries** using joins, database connections and transformation rules to fetch data from legacy DB2 and SQL Server database systems.
* Wrote Python scripts to connect-extract-stage as a part of data loading process for web-based API calls.
* Used **Python** standard library and pandas for **Data Wrangling**: **Clean**, **Transform**, Combining and Merging data sets, restructuring data.
* Used Python scripts to update content in the database and manipulate files.
* Created visualizations using custom hierarchies, groups and merged data from multiple sources using the data blending technique with in the Tableau workbook.

**TAKEDA PHARMACEUTICALS, Deerfield, IL August 2015– December2016**

**Data Modeler/Data Management Analyst**

* Analyzed database requirements in detail with the project stakeholders by conducting Joint Requirements Development sessions.
* Created ad-hoc reports for the upper level management using **stored procedures** and MS SQL Server **Reporting Services** (SSRS) in accordance with the business requirements.
* Developed various reports using best practices and different visualizations such as Gantts, Bars, Lines, Pies, Maps (Filled and Symbol), Highlight tables, Bubbles, Scatter Plots, etc.
* Creatively developed Use Cases using **MS Visio**, a detailed project plan, **Conceptual Data Models**, **Logical Data Models** and transformed to create schema by using **Erwin**; created reports by dragging/extracting data from cube and wrote mdx scripts.
* Developed and implemented test strategies using the test director as well as developed the data mart for base data in **Star** and **Snow-Flake Schema** involved in developing the **data warehouse** for the database.
* Designed **Logical Data Models** and **Physical Data Models** using Erwin; performed **Forward Engineering** of the Data Models, **Reverse Engineering** on the **existing Data Models** and **updated the data models**.
* Implemented Forward Engineering by using **DDL scripts** and generated indexing strategies to develop the logical data model using Erwin; reduced the CPU cost for the query by various hints and tuning SQL queries.
* Created SQL Jobs to schedule SSIS Packages. Used data profiling task in **SSIS** to identify poor data and repair it.
* Performed extensive **data profiling** and **analysis** for detecting and correcting inaccurate data from the databases and to track data quality.
* Worked with the business architects, data architectsto collect and analyze business requirements and translated them into data structures.
* Worked with DBAs by issuing DBCR (Database change request) forms to make changes on already existing models as required by the customers, as a part of the DMM service requests.
* Defined best practices for **Tableau** report development. Reviewed basic **SQL queries** and edited inner, left, and right joins in Tableau Desktop by connecting live/dynamicand static datasets.

**INTER-CONTINENTAL HOTELS GROUP, Atlanta, GA January 2014– July 2015**

**Data Modeler**

* Defined corporate Metadata definitions for all Enterprise Data Supported databases and performed **Data Analysis**, **Data Profiling** and **Validity**, and **Data Cleansing**.
* Developed Mapping Spreadsheets as well as **Logical** and **Physical Data Models**; defined and developed designs to support departmental and functional Data Marts.
* Worked closely with **Analytica**l and **Reporting infrastructure teams** to ensure operational and analytical data warehouses could support all business requirements for **OLAP reporting** across the organization.
* Created dimensional model for the reporting system by identifying required dimensions and facts using Power Designer.
* Created Physical Data models for the Hive Database and generated the Hive DDL and publish the DDL.
* Developed the required data warehouse model using **Star schema** for the generalized model.
* Enforced referential integrity in the OLTP data model for consistent relationship between tables and efficient database design.
* Used **forward engineering** approach for designing and creating databases for **OLAP** model.
* Created Ad-hoc reports, Dashboards and Scorecards for end users using Cognos Reporting tool.
* Created detailed documentation (Design specification, Data mapping, Data flow and sequence diagrams) and verify data mapping.
* Performed daily data queries and prepared reports on daily, weekly, monthly, and quarterly basis.
* Designed and developed SSIS Packages to extract data from various data sources such as Access database, Excel spreadsheet, and flat files into SQL Server for further Data Analysis and Reporting.
* Used SSIS to create ETL packages to validate, extract, transform and load data to data warehouse databases, data mart databases, and processed to store data to OLAP databases.
* Worked with Database Administrators, Business Analysts and Content Developers to conduct design reviews and validate the developed models.

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**VISUAL SOFT TECH, Hyderabad, India March 2013 –December 2013**

**Oracle Developer/Data Associate Modeler**

* Created Program Specifications and Unit Test cases for the various modules to be developed.
* Created **PL/SQL procedures** to aid business functionalities like bidding and allocation of inventory to the shippers.
* Incorporated changes to the existing Packages, **triggers**, **procedures** and functions to cater to the new functionality.
* Created batch program for scheduling the processes of data loading between various tables.
* Developed User entry screens to enter data pertaining to inventory and trading modules.
* Developed the **logical** and **physical model** from the **conceptual model** developed using a tool **Erwin**.
* Worked closely the team of business analysts, quality analysts to understand the business requirements and developed the Business Object Model (BOM).
* Validated the modifications to be performed on the existing database to ensure the efficiency and its performance.
* Recommended required corrections by examining the new application proposal.
* Wrote SQL Queries, **Stored Procedures**, **Triggers** and **functions** for Oracle Databases.
* Provided Unit testing, SIT and UAT testing support and deployment support.
* Extensive use of PL/SQL and UNIX shell to process **ETL** such as data loading, cleansing, file management.
* Created SQL codes from data models and interacted with DBA's to create development, testing and production database.

**KRISH RADIENT SOLUTIONS, Hyderabad, India August 2012– February 2013**

**ETL Developer**

* Analyzed the business requirements of the project by studying the Business Requirement Specification document.
* Designed mapping to process the incremental changes that exists in the source table. Whenever source data elements were missing in source tables, these were modified/added in consistency with third normal form based **OLTP** source database.
* Experienced with index Analyzer and Query analyzer for SQL 2000. Involved in Backup and Recovery Strategies and Point in Time Recovery. Creating, Managing and Troubleshoot SQL Server Agent Jobs.
* Experienced in Configuring Linked Servers Performance tuning of the database, which includes indexes, and optimizing SQL statements, monitoring the server.
* Wrote simple and advanced SQL queries and scripts to create standard and **adhoc reports** for senior managers.
* Developed backup/restore and recovery procedures, performing weekly backup databases by using SQL Server 2005 and restoring these databases in different server.
* Experienced in analyzing multidimensional cubes in SQL Server 2005 Analysis Services (SSAS) by using skills like slicing and dicing, drill down, drill up, and drill through.
* Designed DTS/SSIS packages to export and import data from SQL Server to MS Access, Oracle, text files and Excel files.
* Used Expert level understanding of different databases in combinations for **Data extraction** and **loading**, joining data extracted from different databases and loading to a specific database.
* Created PL/SQL packages and Database**Triggers** and developed user procedures and prepared user manuals for the new programs.
* Designed and developed **Use Case**, **Activity Diagrams**, Sequence Diagrams, OOD (Object oriented Design) using UML and Visio.

**EDUCATION**

Bachelor of Technology – Jawaharlal Nehru Technological University, India.