Venkata Yelamanchili

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**Sr. Data Modeler/Data Analyst**

**Professional Summary:**

* Having about **9+ years** of experience in **Data Modeling** and **Data Analysis** solutions in **Consumer goods**, **Telecommunications**, **Banking**, and **Logistics** domains.
* Excellent experience in Data Modeling using **Erwin r9/7.3/4.5/4.1.4/3.5.2**, ER Studio.
* Extensive experience in gathering business requirements from clients through joint requirement development sessions for functional and non-functional requirements.
* Extensive experience in disciplined software development life cycle **(SDLC)** process and familiar with **Agile**, **Scrum**,and **Waterfall** methodologies.
* Experience in **relational**, **dimensional,** and **multidimensional** data modeling for creating **conceptual** data modeling.
* Extensive experience in creating **logical**, and **physical** data modeling for various platforms **Oracle**/**Teradata**/**SQL Server**/ **DB2** as per business standards.
* Significance exposure to **InformaticaETL Tool**. Well versed with analyzing data flows for validations and to check data quality issues.
* Experience in designing of **starschema**, **snowflake** schema for online analytical processing **(OLAP)** and online transactional processing **(OLTP)** systems.
* Evaluating data sources and strong understanding of data warehouse/data mart design, **ETL**, **BI**, **OLAP**, client/server applications.
* Experience in development of **SQL**, **PL**/**SQL, T-SQL** scripts, stored procedures, triggers, functions, packages for business logic implementation.
* Experience in building **data marts**, **data quality reports**, **data profiling**, **data analysis** and **data archives**.
* Worked extensively on **forward** engineering, **reverse** engineering and **namingstandards** processes. Created **DDL** scripts for implementing data modeling changes.
* Maintained data integrity and consistency by passing data through several analysis steps such as **parsing** and **prototyping**.
* Experience in creating **tables**, **constraints**, **views**, and **materializedviews** using **ERwin**, **ER Studio, Power Designer** and **SQL Modeler**.
* Experience in creating **partitions**, **indexes**, **indexed views** to improve the performance, reduce contention and increase the availability of data.
* Optimized procedures and functions utilized by **ETL** packages to reduce **ETL** process time.
* Having good knowledge in normalization (**1NF, 2NF, 3NF**) and de-normalization techniques for improved database performance.
* Experience in **datatransformation** and **datamapping** from source to target database schemas and **data cleansing**.
* Performed extensive **data profiling** and **analysis** for detecting and correcting inaccurate data from the databases and to track **data quality**.
* Experience in **performancetuning** and **queryoptimization** techniques in transactional and data warehouse environments.
* Strong experience in using **spreadsheet** and **MS Access** to dump the data and analyze based on business needs.



TECHNICAL SKILLS

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| **Data Modeling Tools** | ERwin r7.1, 7.2, r8.2, r9.1, r9.5, and r9.64, Embarcadero ER Studio, Enterprise Architect, Oracle Data Modeler, Sybase Power Designer. |
| **Database Tools** | DB2, Microsoft SQL Server 2005, 2008, 2012, and 2014, MS Access 2000, MySQL, Oracle 8i, 9i, 10g, 11g, and 12c, PostgreSQL, Sybase ASE, and Teradata V2R6. |
| **ETL Tools** | Informatica 10.1, Data junction, Ab-Initio, Data Stage, SIS. |
| **OLAP Tools** | Microsoft Analysis Services, Business Objects and Crystal Reports 9. |
| **Other Tools** | SAP ERP EHP, SAP GUI. |
| **Packages** | Microsoft Office Suite, Microsoft Project 2010, and Microsoft Visio. |
| **Programming Languages** | SQL, PL/SQL, HTML, XML. |



PROFESSIONAL EXPERIENCE

**Client:BNY Mellon, New York, NY Dec 2017 - Present**

**Role: Sr. Data Modeler/Data Analyst**

BNY Mellon is a global investments company dedicated to helping its clients manage and service their financial assets throughout the investment lifecycle. Whether providing financial services for institutions, corporations or individual investors.

**Key Responsibilities:**

* Participated in all phases including Analysis, Design, Coding, Testing and Documentation.
* Involved in logical and Physical Database design & development, Normalization and Data modeling using **ERwin** and **SQL Server Enterprise manager**.
* Involved in **Data Architecture**, **Data profiling**, **Data Analysis**, **Data Mapping** and **Data Artifacts Design**.
* Worked closely with **Business Analysts**, Data Architects and various teams to understand the requirements and to translate them into appropriate database designs.
* Performing Reverse Engineering of the current application using **ERwin**and developing Logical and Physical data models for Central Model consolidation.
* Extensively used SQL for **Data Analysis**.
* Developed complex program logic to produce analytical reports and spreadsheets
* Provided support to analyze data requirements and data stored in a disparate set of systems.
* Maintained proper documentation for the project and complied with audit requirements.
* Conducting **Data Profiling** and **Data Analysis** on source and target systems.
* Involved in capturing all business entities, **Logical** and **Physical Data Model** design to demonstrate business process flow, **DDL** Script creation for Database object using Erwin and its implementation and optimization.
* Validated data model functionality and performance using **SQL**.
* Implemented data cleanup transformations, scripts and testing scenarios to unit and system test the deliverables.
* Created SQL procedures for delta, delete and Initial loads.
* Generated the reports for the counts as per the delta load and check with the business if the counts are matching.
* Created and reviewed documents and diagrams for the **Data Mapping**, **Data Dictionaries**.
* Performed spot check on the data issues coming up while loading data and captured the log data into Excel sheet and share with the business.
* Extracted daily error messages in excel spreadsheets and share with the business
* Reviewed and generated business rules for data and documented the data flows.
* Performed unit test for the data that has been migrated into different environments.
* Used **SharePoint** to share the documents, files related to project.
* Created SQL queries to migrate data from source to target.
* Used Agile Method for daily scrum to discuss the project related information.
* Used the **GIT** repository for up-to-date change in queries.

**Environment:**Microsoft SQL Server 2008/2012, Informatica 10.1, Oracle 11g, Erwin Data Modeler 8.5,9.1,9.5,9.64.1, MS office 2013, Access,GIT, Agile, SharePoint.

**Client:Sandvik, Raleigh, NCApril 2016 – Nov 2017**

**Role: Sr. Data Modeler/Data Analyst**

**Sandvik** is an engineering group in mining and rock excavation, metal-cutting and materials technology. Sandvik has its own IT to serve the whole company with IT infrastructure, systems and business critical solutions Working in a constantly changing environment and experience, build up team in IT infrastructure, systems and business critical solutions.

**Key Responsibilities:**

* Participated in requirement gathering with business users to understand and document the business requirements in alignment to the financial goals of the company.
* Created the **conceptual** model for the data warehouse using **ERwin** data modeling tool.
* Designed **logical** and **physical** data models using data provisioning and consumption techniques.
* Reviewed the logical model with application developers, **ETL** team, **DBAs** and testing team to provide information about the data model and business requirements.
* Normalized the **tables**/**relationships** to arrive at effective relational schemas without any redundancies.
* Developed scripts that automated **DDL** and **DML** statements used in creations of databases, tables, constraints, and updates.
* Designed **star** s**chema**, **snow**-**flakeschema** and involved in developing the data warehouse for the database.
* Worked on **forwardengineering** to enhance the data structures of the existing database and creating new schemas.
* Worked on **reverseengineering** on the existing data models and updates the data models.
* Participated with application developers and DBAs to discuss about various **De-normalization**, **partitioning** and **indexingschemas** for physical model.
* Created **ETL** jobs and custom transfer components to move data from smaller teams to centralized area (**SQL Server**) to meet minimum capital requirements using **SSIS**.
* Created naming standards for data attributes and metadata to track data source, load frequency, generated key values, and data dictionary.
* Used execution plan, **SQL** profiler and database engine tuning advisor to optimize queries and enhance the performance of database.
* Extensively used metadata & data dictionary management, data profiling, data mapping.
* Generated reports using **SQL** Server Reporting Services from **OLTP** and **OLAP** data sources.
* Worked with the **ETL** team to ensure that the company's data governing policy was adhered to generated extracts for multiple downstream users.

**Environment:**ERwin 9.2, Informatica 10.1, Oracle 11g, SQL Server 2012/2014, Visual Studio 2012, Red Gate, SQL Developer, SSIS, SSRS, SSAS, TOAD Data Analyst 3.1, Microsoft Visual studio 2008/2012, and MS Office suite.

**Client:Northwell Health, Melville, NY Jan 2015 -March2016 Role: Data Modeler/Data Analyst**

Northwell Health is a leading healthcare Services Company committed to helping our nation's Medicare and Medicaid beneficiaries live healthier, more active lives through personalized, affordable and easy-to-use health care solutions.

**Key Responsibilities:**

* Perform business analysis, technical analysis, systems design, application software programming.
* Prepared DFD's & Entity Relationship (ER) diagrams.
* Restructuring the stored procedure, designing, coding and developing the same using the T\_SQL Programming.
* Transferring the data (ETL) to Data warehouse (Informatica) by SSIS
* Active interaction with business groups to gather data warehouse requirements.
* Determined data rules and conducted **logical** and **physical** design reviews with business analysts, **DBAs** and developers.
* Involved in documenting the entire technical process.
* Translated business requirements into detailed, production-level technical specifications, new features and enhancements to existing technical business functionality.
* Developed a well-versed **conceptual** model based on the business requirements.
* Widely used normalization methods and have done different normalizations (**3NF**).
* Developed the **star schema, snowflake schema** for the proposed warehouse model to meet the requirements.
* Created mappings for type **2 SCD** (slowly changing dimensions) for updating and inserting records and thereby maintaining history.
* Involved in **dataconversions** and **gapanalysis** from **legacysystems** to updated technologies using custom **SQL** scripting as well as **ETL** applications from relational solutions.
* Provided architecture/development for initial load programs to migrate production databases from Oracle data marts to Teradata data warehouse.
* Involved in the critical design review of the finalized database model.
* Involved in preparing mapping documents and developing partial SQL scripts as required.
* Tuned SQL queries to make use of database indexes.
* Generating ad-hoc reports using crystal reports 9.
* Used **SSIS** to create **ETL** packages to validate, extract, transform, and load data to data warehouse database, and data mart database.
* Developed data mapping, data governance, transformation and cleansing rules for the master data management architecture involving **ODS**, **OLTP**, and **OLAP**.
* Created summary/semantic level tables based on the reporting requirements.

**Environment:**ERwin r9/9.1, Oracle 11g, Toad, Crystal Reports 9, SQL Server 2012/2014, Windows XP, Teradata, DB2.

**Client: Georgia-Pacific,Atlanta, GA Nov 2013 – Dec 2014**

**Role: Data Modeler**

Georgia-Pacific is one of the world's leading manufacturers and marketers of building products, tissue, packaging, paper, cellulose and related chemicals. Georgia-Pacific is also among the nation's leading manufacturers and suppliers of building products to lumber and building materials dealers and large do-it-yourself warehouse retailers. This project involved delivering enterprise reports.

**Key Responsibilities:**

* Worked on designing a star schema for the detailed data marts and plan data marts **involving confirmed dimensions.**
* Developed and maintained an **Enterprise Data Model** (EDM) to serve as both the strategic and tactical planning vehicles to manage the enterprise data warehouse. This effort involves working closely with the business.
* Involved in Data Architecture, **Data profiling, Data analysis**, data mapping and Data architecture artifacts design.
* Responsible for the data architecture design delivery, data model development, review, approval and **Data warehouse** implementation.
* Part of team conducting logical data analysis and data modeling **JAD sessions**, communicated data-related standards.
* Performed Reverse Engineering of the current application using Erwinand developed **Logical and Physical data models** for Central Model consolidation.
* Involved in capturing all business entities, Logical and Physical Data Model design to demonstrate business process flow, DDL Script creation for Database object using Erwin and its implementation and optimization. Collaborate with the data warehouse team and the business partners in designing **Data Marts**.
* Emphasize methodology, modeling, and governance: Define the IT design methodology, development process methodology and best practices.
* Establish and maintain data standards, policies and architectures.
* Identify opportunities for standardizing data descriptions, integration, archiving, and elimination of unnecessary redundancy.
* Capture and maintain metadata, creating business rules for the use of data.
* Created technical documentation such as data architecture design documents, **ETL mapping** specs and **Data Model design** and changes artifacts.
* Involved in logical and Physical Database design & development, Normalization and Data modeling using **Erwin** and **SQL Server Enterprise manager.**
* Analyzed data results from use of **business processing software** and provides conceptual solutions to systems design work.
* Used **Model Mart of Erwin r9** for effective model management of sharing, dividing and reusing model information and design for productivity improvement.
* **Created Data Mapping documents** which capture the source of data, any business rule to be applied to meet the internal customer needs of data.
* Met with the data modeling team once every week and discuss the standards and **other data modeling related issues.**

**Environment:**SQL Server 2005/ 2008/2012, Oracle11g, Teradata 13, Erwin Data Modeler 7.3,8.5,9.1, MS office 2010, Access, SSIS 2008,2012, Visio, Informatica 9.1, and SharePoint.

**Client:Frontier Communications Dallas, TXOct 2010 – Sept 2013**

**Role: Data Modeler**

Frontier is the fourth largest provider of [digital subscriber line](https://en.wikipedia.org/wiki/Digital_subscriber_line) in the United States. In addition to local and long-distance telephone service, Frontier offers broadband Internet, digital television service, and computer technical support to residential and business customers in 29 states in the United States. Frontier mainly gives backend software support for many companies including Verizon.

**Key Responsibilities:**

* Requirement gathering from the users by participating in JAD sessions. A series of meetings were conducted with the business system users to gather the requirements for reporting.
* Responsible for **conceptual**, **logical**, and **physical** data modeling, database design, **starschema**, **snowflakeschema** design, data analysis, documentation, implementation and support.
* Designed the **DataMarts** using **RalfKimball's** dimension data mart modeling methodologies using **ERWIN**.
* Designed different type of **STAR** schemas using **ERWIN** with various dimensions like time, services, customers and **FACT** tables.
* Worked with end users to collect business **dataquality** rules and worked with the development team to establish technical data quality rules.
* Identified the **entities** and **relationships** between the entities to develop a **logical** model and later translated the model into **physical** model.
* Coordinated with DBA's and generated **SQL** code from the data models using.
* Worked closely with the **ETLSQL** Server Integration Services **(SSIS)** developers to explain the data transformation.
* Supported **UAT** (User Acceptance Testing) by writing **SQL** queries.
* Created SQL tables with referential integrity and developed **SQL** queries using **SQL Server** and **Toad**.
* Managed day to day operational and tactical aspects of maintenance programs and capital improvement projects to ensure profitable and successful manufacturing operations.
* Performed extensive data analysis and data validation on **Teradata**.
* Worked with the reporting analyst and reporting development team to understand reporting requirements. Involved in generating **ad-hoc** reports using crystal reports 9.
* Designed and developed oracle database **tables**, **views**, **indexes** with proper privileges and maintained and updated the database by deleting and removing old data.
* Created and maintained logical and physical models for the **data mart**, which supports the credit, fraud and risk retail reporting for credit card portfolio.
* Created the conceptual model for the data warehouse with emphasis on insurance (life and health), mutual funds and annuity using **ER Studio** data modeling tool.

**Environment:** Microsoft Windows Vista/Unix, ER Studio, ERWIN 7.x, Oracle 10g, SQL, MS Excel, SSIS, DB2, TOAD from Quest software.

**Client: Multi-Centric Solutions, Hyderabad, India Jul 2009-Sep2010**

**Role: Data Modeler/Developer**

Multi Centric is a global provider of integrated computing and business outsourcing. It supports business owners and businesses of all sizes with payroll, human resources management, employee benefit administration and other business needs. The scope of the project was to deliver reports via SSRS as per client requirement.

**Key Responsibilities:**

* Gathered business requirements by organizing and managing meetings with business stake holders, application architects, technical architects and IT analysts on a scheduled basis.
* Designed and developed use cases, activity diagrams, sequence diagrams, **OOD** (object-oriented design) using **UML** and **Visio**.
* Designed ER diagrams, logical model (relationship, cardinality, attributes, and, candidate keys) and physical database (capacity planning, object creation and aggregation strategies) for **Oracle** and **Teradata** as per business requirements using **ERwin**.
* Normalized the tables up to **3NF**.
* Built and maintained a robust data warehousing system for the organization.
* Created **DDL** scripts using **ER Studio** and source to target mappings to bring the data from source to the warehouse.
* Implemented the slowly changing dimension scheme for most of the dimensions.
* Created data masking mappings to mask the sensitive data between production and test environment.
* Worked on **data profiling** and **data validation** using complex SQL on various sources systems including Oracle 10g/11g and Teradata, to ensure the accuracy of the data between the warehouse and source systems.

**Environment:** ERwin, MS Excel, Oracle 10g, SQL, PL/SQL, MS VISIO, MS-ACCESS, MS Excel.



**EDUCATIONAL CREDENTIALS**

**B.Tech - Information Technology, Jawaharlal Nehru Technological University, Hyderabad,** India.