**Madhur Vutukuru**

[**vhcmadhur@gmail.com**](mailto:vhcmadhur@gmail.com)

405-760-2736

**Sr Data Analyst /Data Modeler**

**SUMMARY:**

* **7+** years of extensive experience in the complete Software Development Life Cycle (SDLC) covering Requirements Management, Data Analysis, Data Modeling, System Analysis, Architecture and Design, Development, Testing and Deployment of business applications.
* Strong **Data modeling** experience using **ER diagram, Dimensional data modeling, Logical/Physical Design, Star Schema modeling, Snowflake modeling using tools like Erwin, ER-Studio.**
* Experience in Designing the **Data models** for OLTP & OLAP database system.
* Created **DDL** scripts for implementing **Data Modeling** changes. Created ERWIN reports in HTML, RTF format depending upon the requirement, Published Data model in model mart, created naming convention files, co-coordinated with DBAs’ to apply the data model changes.
* Extensive experience in gathering business requirements, implementing business processes, identifying risks, impact analysis and UML modeling
* Utilized RUP (Rational Unified Process) to configure and develop processes, standards, and procedures
* Possess strong **Conceptual and Logical Data Modeling skills**, has experience with **JAD** sessions for requirements gathering, creating data mapping documents, writing functional specifications, queries.
* Created/maintained/modified database design document with detailed description of logical entities and physical tables.
* Excellent knowledge of waterfall and spiral methodologies of **Software Development Life Cycle** (SDLC).
* Expertise in Software Development Life Cycle Process (SDLC), Use Cases and Rational Unified Process (**RUP**).
* Well versed with various software development methodologies (**SDLC, Agile Methodology, Extreme Programming, MSF**)
* Possess strong Documentation skill and knowledge sharing among Team, conducted data modeling review sessions for different user groups, participated in requirement sessions to identify requirement feasibility.
* Extensive Experience working with business users/SMEs as well as senior management.
* Strong understanding of the principles of **Data warehousing, Fact Tables, Dimension Tables, star and snowflake schema modeling.**
* Experience in backend designing including **schema and table design, stored procedures, Triggers, Views, and Indexes & Primary Keys.**
* Possess a **strong analytical, verbal, inter-personal skill** that helps in communicating with developers, team members.
* Expertise in **writing business and software development processes and procedures.**

**TECHNICAL SKILLS:**

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| --- | --- |
| RDBMS | **Teradata, Oracle 10g/9i/8i/8.0, MS SQL SERVER 2000/2005** |
| Business Skills | **Knowledge & skillset of complete data warehouse, front end requirements gathering, business process analysis, business environment, market research Analysis, project management, agile (Sprints/spikes) , dimensional Modeling, relational modeling, OLTP designing, metadata skills, development of standards and documentation for datawarehouse and Production support in ETL** |
| Data Modeling Tools & ETL | **ER-Studio, DataMart, Erwin Data modeler workgroup v8.2/7.x/4.x, MS Visio, Informatica 9.1, Congo’s BI reporting Modeler** |
| Defect Tracking Tools | **Mercury Interactive Suite: Test Director 8.0, Quality Center** |
| Programming | **SQL, PL/SQL, HTML, C/C++, XML.** |
| Operating Systems | **Windows NT/2000/XP/2007/2010.** |
| Tools | **Toad, command editor, MS Project, MS Office 2003/2010** |

Professional Experience:

**eBay, San Jose, CA   Dec 2011-Till Date**

**Data Modeler/Data Analyst**

eBay Europe has a requirement for a highly analytical quantitative and qualitative research for various eBay products. The main goal of this project is to assist the department and other stake holders in gathering user and product related user insight from multiple eBay databases and tools. This also includes – Extracting participant sample lists, EU product usage data and User behavior data.

**Responsibilities:**

* Attended and participated in **information and requirements gathering** sessions
* Ensured that **business requirements** can be translated into **data requirements**
* Involved in the analysis of the existing claims processing system, mapping phase according to functionality and data conversion procedure.
* Translated business requirements into working **logical and physical data** **models**.
* Designed **Star and Snowflake Data Models** for Enterprise Data Warehouse using ERWIN
* Created and maintained Logical Data Model (LDM) for the project.  Includes documentation of all **entities, attributes, data relationships, primary and foreign key structures**, allowed values, codes, business rules, glossary terms, etc.
* Validated and updated the appropriate LDM's to process mappings, screen designs, use cases, business object model, and system object model as they evolve and change.
* Created **business requirement documents** and integrated the requirements and underlying platform functionality.
* Extensively involved in the modeling and development of **Reporting Data Warehousing System**
* Designed the **database tables & created table and column level constraints** using the suggested naming conventions for constraint keys.
* Created PL/SQL packages to **extract, transform and load** data into data warehouses from various sources like relational databases, application systems, temp tables, flat files etc.
* Developed stored **procedures and triggers**.
* Involved with all the phases of **Software Development Life Cycle (SDLC) methodologies** throughout the project life cycle.

**Environment:** Power Designer 16/15, Erwin v9.1, SQL Server 2000/2005/2008, MS-Excel, Visio, MS-Access, Oracle, SQL, PL/SQL, Teradata, Informatica v9.1

Merck Research Laboratory, Rahwah, NJ Aug 2010-Nov 2011

Data Modeler/Data Analyst

Worked in MRL’s (Merck Research Laboratories) RIS (Research Information Systems) Data Warehouse Application Engineering and Support Group as an Data Analyst involved in various ETL tasks for EDC (Electronic Data Capture) group projects – in the Clinical Trials area.

John Hancock is a Life and Health Insurance Company providing different products like Life Insurance, Mutual Funds, Annuities, 401(K) Plans and Long-term/short-term disability Insurance. Worked on two projects called the GLTC Policy Administration System and the Group Long Term Illustration Management System, those were two new comprehensive systems designed to do the work of both e Hansel and Pie-Tech generating Illustration Proposals and Policy Documents for the Care Choice and Corporate Choice products

**Responsibilities:**

* Interacting with business users to analyze the business process and requirements and **transforming requirements into Conceptual, logical and Physical Data Models, designing database, documenting and rolling out the deliverables**.
* Conducted **analysis** and **profiling** of potential data sources, upon high-level determination of sources during initial scoping by the project team.
* **Coordinated data profiling/data mapping** with business subject matter experts, data stewards, data architects, ETL developers, and data modelers.
* **Developed logical/ physical data models using Erwin tool** across the subject areas based on the specifications and established **referential integrity** of the system.
* Involved in **dimensional modeling**, identifying the **Facts** and **Dimensions**.
* Maintain and enhance data model with changes and furnish with definitions, notes, and reference values and check lists.
* Worked very close with Data Architectures and DBA team to implement data model changes in database in all environments. Generate **DDL** scripts for database modification, **Teradata Macros**, **Views and set tables**.
* An enthusiastic and project-oriented team player with **solid communication and leadership skills** and the ability to develop different solutions for challenging client needs.

**Environment**: **SQL Server** 2000/ 2005, **Erwin 7.5.2**, Windows XP, XML, Excel, Access, Visio.

**MedImpact Healthcare Systems, San Diego, CA Jan 2009-Aug 2010 Data Modeler/ Data Analyst**

Worked as a contractor for MedImpact Healthcare System who is a pharmacy benefit provider in US. MedImpact is a full-service, transparent Pharmacy Benefits Management (PBM) company, delivering various portal products and value by providing flexibility and choice.

**Responsibilities:**

* Analyzed existing **logical data model** (LDM) and made appropriate changes to make it compatible with business logic.
* Created Physical Data Model (PDM) for the **OLTP** application using **ER Studio.**
* Created Data Models using IDEF1X methodology.
* Involved in data model reviews with internal data architect, business analysts, and business users with in depth explanation of the data model to make sure it is in line with business requirements.
* Worked at conceptual and physical (using IE methodology) database level to implement and build corporate enterprise information strategies.
* Worked on analyzing source systems and their connectivity
* Analyzed different options for heterogeneous database connectivity and defined policies for dealing with different source databases with ETL team.
* Worked with cross-functional teams and prepared detailed design documents for production phase of current customer database application.

**Environment:** ER Studio, Informatica Power Center 7.1.2, Sybase, Windows, Toad, PL/SQL, Oracle 9i, SQL Server 2000, SQL\*Loader, AIX 5.0, Windows 2000

**ICRISAT (International Crops Research Institute for Semi Arid Tropics), India Jan 08 – Nov 08**

**Business Analysis/Data Modeling**

Member of the Analysis team and was involved in gathering System Requirement Specifications (SRS) for various in-house projects developed and other projects outsourced to vendors. Job included coordinating and organizing business meetings and demos between management and the Vendor Teams. Preparing business process documents, flowcharts, data-flow diagrams, use case diagrams, designing interactive screens and database architecture, coordinating with the Programming Team and evaluating the project at various stages in SDLC, testing the project and preparing error reports and feedback, helping in final implementation.

**Responsibilities:**

* **Translated business requirements into working logical and physical data models for** Data warehouse, Data marts and OLAP applications**.**
* **Designed** Star and Snowflake Data Models **for Enterprise Data Warehouse using ERWIN**
* **Validated and updated the appropriate** Logical Data Models **to process mappings, screen designs, use cases, business object model, and system object model as they evolve and change**
* **Generated** user and technical documentation **for processes in all phases of the project**
* **Conducted all** data model reviews **as appropriate during project lifecycle**
* **Coordinated with project DBA to update the physical database models to** incorporate design changes (table de-normalization, type-code column additions, etc.**) as they occur**
* **Involved in** data profiling and cleansing **to remove redundant data**
* **Provided input to resolve** data limitation/constraints and issues
* **Developed**stored procedures, triggers, functions and packages **in PL/SQL**
* Reviewed processes **and provided input into project plan**
* **Extensively used** tracing methods to troubleshoot various time consuming queries**.**
* **Provided other** data analysis services**, as required**

**Environment:** Erwin 4.0, SQL Server 2000, MS-Excel, Visio, MS-Access, Oracle, SQL, PL/SQL

**Esteem Laboratories Ltd, India** **Dec 2006 – Nov 2007** **Data Modeler**

The Esteem **Laboratories** is a world leader in the discovery, development, manufacture, and marketing of prescription medicine. The project’s goal was to build an OLTP system to compare and analyze product prices, their quantities and patient profiles. A relational database system was designed to deliver reports and information to sales and marketing management.

**Responsibilities:**

* Analyzed the DW project database requirements from the users in terms of the tables, which will be most useful.
* Collected the information about the existing **ODS** by reverse engineering.
* Analyzed the requirements for developing Conceptual model.
* Worked on all **SDLC** methodologies most importantly **Agile Methodology.**
* Normalized the entities and denormalized them for the DW.
* Defined relationships, cardinalities among entities.
* Created fully normalized till 3rd Normalization technique using Power Designer.
* Wrote PL/SQL Stored Procedures, Functions, Views, Packages and Triggers to implement business rules into the application.
* Involved in Data Loading and **Data Migration**. Used SQL\*Loader to load data from Excel file into Temporary table and developed PL/SQL program to load data from temporary table into base Tables.
* Developed queries using PL/SQL and many stored procedures to do the validations.
* Created and maintained Database Objects (Tables, Views, Indexes, Sequences, Database triggers, stored procedures etc).

Environment: Informatica Power Center, Designer, Work Flow Manager, Toad 8.0, Oracle 9i/8.0, Siebel, Trillium, PL/SQL, UNIX, Erwin 4.0/3.5.x, Windows XP/NT

**Britannia Products Pvt Ltd, India Oct 2005- Nov 2006 Systems Analyst**

Britannia Products Pvt Ltd Company is one of India's biggest brands and the pre-eminent food brand of the country. It was equally recognized for its innovative approach to products and marketing.

**Responsibilities:**

* Responsible for accuracy of the data collected and stored in the corporate support system.
* Performed data review, evaluate, design, implement and maintain company database.
* Involved in construction of data flow diagrams and documentation of the processes.
* Interacted with end users for requirements study and analysis by **JAD** (Joint Application Development).
* Performed **gap analysis** between the present data warehouse to the future data warehouse being developed and identified data gaps and data quality issues and suggested potential solutions.
* Participated in system and use case modeling like activity and use case diagrams.
* Analyzed user requirements and worked with the data modelers to identify entities and relationship for data modeling.
* Actively participated in the design of data model like conceptual, logical models using Erwin.

**Environment:** Erwin 3.x, Oracle 9.x, and MS Excel and Access.