**ASHOK ALETI**

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**Professional Summary:**

* 7+ years of IT experience in Data Analysis including project planning and management with various business domains such as banking, insurance, manufacturing and health care.
* Working experience in Big-Data using industry best practice tools and techniques, combined with solid academic principles to deliver maximum value to the client.
* Proficient in Relational Database Management System (RDMS) and Data Warehouse Concepts, OLTP & OLAP.
* Experience in relational and dimensional data modeling and logical and physical database design.
* Extensive working experience in Normalization and De-Normalization techniques for both OLTP and OLAP systems in creating Database Objects like tables, Constraints (Primary key, Foreign Key, Unique, Default) and Indexes.
* Worked closely with various teams in the company to identify and solve business challenges utilizing large sets of data in a distributed processing environment and to develop marketing strategies.
* Experience in analyzing raw data to draw conclusions and recommendations
* Experience in manipulating, cleaning and processing data using Excel, Access and SQL Toad.
* Software Development Life Cycle (SDLC) experience including Requirements, Specifications Analysis/Design and Testing as per the Software Development Life Cycle and Waterfall and Agile methodologies.
* Experience in conducting Joint Application Development (JAD) sessions with end-users, Subject Matter Experts (SME's), Development and QA teams.
* Proficient in preparing different requirement artifacts like Functional Specifications (FS), workflow/process flow, algorithms, use cases, Service Request (SR) and Requirement Traceability Matrix (RTM).
* Handled the company’s day-to-day reporting and data access needs
* Developed and implemented a business intelligence strategy that ensures the system data is secure, integrated and accessible to staff.
* Worked with various groups including business users to resolve data integration issues.
* Experience in Data Extraction, Transforming and Loading (ETL) using various tools
* Proficient in designing Data Mart and Data Warehouse using Star and Snowflake Schemas
* Experience in advance Excel functions such as Pivot Table, Charts, Graphs and Macros.
* Excellent strengths in mathematics, applied statistics and visualization capabilities to see through the data and analyze it to find conclusions.
* Developed predictive statistical or other models using statistical analysis and other predictive modeling techniques.
* Excellent communication, analytical and leadership skills and a good team player.

**Technical Skills:**

RDBMS : MS SQL 2008, 2005, 2000, MySQL, MS-Access

Programming Languages : C, C++, SQL, PLVB.NET, MATLAB

Data Analysis Tools : R, Python, SAS, MS-Excel, Hadoop

Data Modeling Tools : Erwin 4.0, ER/Studio, Vision 2002

Operating System : Windows XP/ NT/2000/2003/2007 and Linux

Reporting Tools : SQL Server Reporting Services (SSRS), Crystal Reporting

**Education:**

* Bachelor of Engineering, Osmania University, Hyderabad, India.
* Master of Engineering, Osmania University, Hyderabad, India.

**Professional Experience:**

**Hewlett Packard, Columbus, OH June 2013-Till Date Data Analyst**

The HP Enterprise services deliver the industry’s broadest portfolios of information technology, applications and outsourcing services to clients in the manufacturing, communications, transportation, healthcare and financial services. Here worked with various teams in the company to identify and solve business challenges utilizing large sets of data in a distributed processing environment. Developed statistical models and also worked on predictive modeling to analyze data to draw conclusions.

**Responsibilities:**

* Worked on large sets of structured and unstructured data, and analyzing it to draw meaningful conclusions.
* Analyzed the Big Data using various techniques such as quantitative analysis, advanced analytics and statistical modeling to find solutions.
* Developed predictive statistical models using statistical analysis and other predictive modeling techniques.
* Build and analyze queries from data bases using SQL.
* Working with client on customer data by relating from multiple internal and external sources into a central consolidated company-wide customer database.
* Daily movement of users and handling cases, analysis and Adhoc Reporting.
* Provide input to improve customer data processing.
* Participate in weekly staff meetings and collaborate with various teams to develop and support ongoing analyses.
* Conduct data accuracy analysis and support stakeholders for decision-making.
* Analyzing data using advance Excel functions such as Pivot Table, Charts, Graphs and Macros.
* Handled the company’s day-to-day reporting and data access needs.
* Developed and implemented a business intelligence strategy that ensures the system data is secure, integrated and accessible to staff.
* Worked across departments to identify and understand key business questions, and standardize key metrics and measures.
* Implemented Complex business logic with User-Defined-Functions, Index, Views and also created User Defined Data type, Clustered & Non-clustered Indexes.
* Analysis, design and data modeling of Logical and Physical database using E-R diagrams.
* Design/Build Extract Transform Load procedures in SQL Server 2005/2008/2008 R2 using DTS packages to import/export data feeds to/from data warehouse and claim systems.
* Highly involved in creating, structuring, formatting using Report Designer and Report Builder.
* Worked on querying data and creating on-demand reports using Report Builder in SSRS reports and send the reports via email.
* Designed and created Report templates, bar graphs and pie charts based on the customer data.

**Environment:** SQL Server 2005/2008/2008 R2, MS Access, MS Excel, MS PowerPoint, R, SAS, Hadoop, VBScript, HTML, XML, Visio, [ASP.NET](http://ASP.NET), [VB.NET](http://VB.NET), BIDS.

**United Healthcare, Overland Park, KS September 2010-May 2013 Data Analyst / Modeler**

Worked as a Data Analyst and created a sales and service data mart required for Business Intelligence and reporting purposes. The existing system, which allows the agents to enter, modify new sales or service data, is used as one of the company's major source systems.

**Responsibilities:**

* Reporting requirements and reports generation using MS Excel and advanced use of VBA and macros.
* Conducted data modeling and data mapping for reporting data elements.
* Documented the complete process flow to describe program development, logic, testing, and implementation, application integration, coding.
* Worked with internal architects and assisted in the development of current and target state enterprise data architectures.
* Worked with project team representatives to ensure that logical and physical data models were developed in line with corporate standards and guidelines.
* Performed data analysis and data profiling using complex SQL on various sources systems.
* Created SQL scripts to find data quality issues and to identify keys, data anomalies, and data validation issues.
* Involved in defining the source to target data mappings, business rules, and data definitions.
* Responsible for defining the functional requirement documents for each source to target interface.
* Documented, clarified, and communicated change requests with the requestor and coordinated with the development and testing team.
* Reverse engineered all the Source Databases using Erwin.
* Defined milestones in project plan using MS Visio with the help of WBS and network diagram.
* Produced documentation including detailed Business Requirements, Functional Requirements and assisted to produce Technical Specification and Operations Manual.
* Assisted Developers in Data Modeling using Entity Relationship Diagrams (ERD).
* Collaborated with cross-functional teams throughout the project life cycle.
* Used data analysis techniques to validate business rules and identified low quality missing data in the existing Amgen enterprise data warehouse (EDW).

**Environment:** SQL Server 2005/2008/2008 R2, MS Access, MS Excel, MS Word, MS Outlook, Erwin, Crystal Reports, MS PowerPoint , R, SharePoint.

**Wells Fargo & Company, Minneapolis, MN January 2010-August 2010 Data Analyst**

Customer Relationship Management (CRM) Project was to merge the daily customer usage data from multiple firms' databases into one output database and generate customer content usage report. The data was to be refined for better quality and accuracy and reports were to be generated. The reports generated were both multi-dimensional and excel tabular reports. The data and the reports were to be used for business decision making related to customer relationship management.

**Responsibilities:**

* Tested database to check field size validation, check constraints, stored procedures and cross verifying the field size defined within the application with metadata.
* Identified, suggested and managed improvements in the process to meet data quality criteria.
* Created adhoc reports and pivot tables in Excel using VBA and macros.
* Identified and prioritized strategic themes of the business to align them with IT strategies thereby growing revenue, improving profits through efficient quality of services.
* Collected key data metrics to determine mandatory and discretionary investments based on the prioritizations and projected the expected returns using MS Access.
* Responsible for data mapping and data mediation between the source data table and WMO data tables using MS Access and MS Excel.
* Created SQL queries to pull out data and metrics from the database.
* Reviewed all artifacts created with respect to Logical and physical data models including Tables, procedures, indices, synonyms, views, functions, triggers, sequence and constraints.
* Involved in logical and physical modeling of various data marts as well as data warehouse.
* Analyzing change request for the existing mapping and creating an impact analysis for the change on data.
* Prepared test data preparation strategy and data masking strategy for the shared test environment.
* Co-ordinate with development and QA team for handling of defects with respect to data.
* Interact with clients/business users when issues arise on data governance.
* Provide support during parallel and reverse parallel runs.
* Created spreadsheet with all the production issues/solutions as part of lessons learnt and to help form FAQ for the maintenance team.
* Created ETL mapping documents for every mapping and data migration document for smooth transfer of project from development to testing environment and then to production environment.

**Environment:** SQL Server 2005/2008/2008 R2, PL/SQL, MS Access, MS Excel, MS PowerPoint, Quality Center 10.0, .NET, XML, HTML, Windows and Unix, Shell Scripting, COGNOS.

**Target, Durham, NC September 2008-December 2009 Data Analyst**

Worked with product managing and support teams in setting realistic project expectations, evaluating the impact of changes on the organization and actively researched issues and addressed customer questions. Collected user related visitor-level metrics to measure the effectiveness of the recommendations available.

**Responsibilities:**

* Gathered Business requirements based on the project scope and SDLC methodology.
* Conducted JAD sessions with SME including business owners, sponsors and analysts.
* Collected metrics using MySQL like number of emails generated, percentage of who opens, forwards and clicks-through for the campaign.
* Analyzed and conducted data mapping of the metrics with the member profile data and also the attendance and purchasing data to understand the overall profiles of the members.
* Designed and developed Use Cases and Activity Diagrams using UML in rational rose and Visio.
* Created MySQL queries to pull out user-level activity data and various other metrics defining popularity of products on the website.
* Collected user related visitor-level metrics like frequency of visits, duration and number of unique visits and stickiness to measure the effectiveness of the recommendations available.
* Extensively used MySQL Toad for querying underlying database tables and resolving data issues.
* Assisted the Product support team to create and constantly update the FAQ section by actively researching issues and addressing customer questions.
* Worked with the Product managing team in setting realistic project expectations and in evaluating the impact of changes on the organization and plans accordingly.
* Conducted back end email tracking using MySQL to do the success rate study to measure Email Broadcast campaign success, deliverability and measure marketing response for each of the campaigns.

**Environment:** SQL Server 2005/2008/2008 R2, MS Access, MS Excel, MS Word, MS Outlook, Crystal Reports, MS PowerPoint , R, SharePoint, Visio.

**Bombay Dyeing, Mumbai, India September 2006-August 2008 Data Analyst / Developer**

Involved in the analysis and design of Inventory Control System; the inventory system provides information such as products available, quantity on hand, vendor information and vendor evaluation etc. The basic functions include receiving indents from various departments and consolidating, generating tender documents, quotation evaluation, generating purchase orders and amendments, scheduling of material receiving, generating goods receipts, preparing material rejection notes and invoice verification etc.

**Responsibilities:**

* Created and/or strengthen systems for data collection, management, reporting and analysis. Advised the agency on technology needs to maximize efficiency and support a culture of managing to data.
* Assisted in the creation and documentation of the business processes for data collection, entry, reporting, review and use of data to strengthen performance management.
* Implemented logical and physical data modeling.
* Developed PL/SQL stored procedures for the end-user report requirements.
* Created crystal reports on the stored procedures and exported the Business Objects reports to WEBI, to be viewed by all users on the intranet and extranet.
* Created many simple, complex and Adhoc reports using Crystal reports as main data providers and having the Powerful functionalities like @functions and formulae.
* Created queries for multidimensional analysis using slice, dice and drill modes.
* Analyzed complex business needs presented by the user community and/or clients and recommended technical solutions to improve the reporting environment.
* Deployed Eport Reports on the intranet website in form of PDFs.
* Accomplished Performance tuning of SQL queries and stored procedures using Database tuning advisor in SQL Server
* Trained end users in basic and advanced ad hoc reporting skill.

**Environment:** Windows XP/2000 Advance Server, SQL Server 2000/2005, SSRS, Crystal Reports, Web Intelligence, InfoView, MS Excel, MS Word, MS PowerPoint.

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