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**Data Analyst**

**Data Profiling & Warehousing | System Analysis & Design| Data Modelling**

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| **PROFILE & VALUE**   * 8+ years experienced professional with competence in Data Analytics, Reporting, Data Modeling, Data Visualization and Dimensional Modeling. 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, Visualisation and Reporting * Expertise in modeling the physical and logical data models of existing database structures and extracting reports from databases * Proficient at working both independently and in collaboration with multidisciplinary teams to develop structural and functional data annotations * Insightful exposure to the methodologies of data quality, data cleansing and data transformation with the ability to conceptualize issues and develop well-reasoned resolutions. Understands set analysis | Core Competencies  Data Warehousing  Data Profiling and Cleansing  Integration and Extraction Tools  Logical and Physical Data Models  Data Modeling  Dimensional Modeling  Data Visualization  Team Leadership  Data Transformation  Data Mapping  Business Analysis  Designing Database Diagrams  SSIS data Integration  Extract, Transform and Load |

**PROFESSIONAL TRAITS**

* Extensive experience in Software Development Life Cycle (SDLC) including System Analysis, Reporting, Data Modeling, Data Analysis and Business Analysis
* Good experience in evaluating business systems for user needs, business modeling and document processing.
* Strong background in designing various Logical and Physical Data Models using Erwin, MS Visio, ER Studio, Power Designer and toad data modeler.
* Solid experience in Relational Modeling, Dimensional Modeling, Conceptual Modeling, Creating Logical Modeling, Physical Modeling, Data warehousing, Fact Tables, Dimension Tables, Star Schema and Snowflakes 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
* Expertisein 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
* 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.
* Creative thinker with the ability and experience to drill down from highest to lowest level of granularity, and propose unique methods to discern problems by using data mining approaches on the set of information available
* Articulate communicator who can fluently speak the language of both people and technology, blending technical expertise with interpersonal skills.

**CAREER PROGRESSION**

**April 2015 - Present IHG(Inter-Continental Hotels Group), Atlanta, GASr. Data Modeler/ Data Analyst**

Instrumental in developing, maintaining, and supporting the organization's data.Developed data models using Erwin. Worked closely with Analytical and Reporting infrastructure teams to ensure support of business requirements for OLAP from operational and analytical data warehouses. Work with internal architects to submit SQL statements and Python scripts to import and export data and generate reports in Teradata

* Identify the business requirements by working with business users and create, maintain logical and physical data modelsusing the Erwin Design Tool and Erwin Model Manager.
* Designed and developed Data Marts by following Snow Flake Schema and Star Schema. Excellent experience and knowledge on data warehouse concepts and dimensional data modelling using Ralph Kimball methodology
* Actively performed Data Analysis, Data Profiling & Validity, Data cleansing rules etc.
* Worked extensively on forward and reverse engineering processes. Created DDL scripts for implementing Data Modeling changes.
* Build efficient SSIS packages for processing fact and dimension tables with complex Transforms and type 1 and type 2 slowly changing dimensions
* Resourcefully participated in the Data Review Board (DRB) reviews as part of the Data Architecture Team by playing the role of a secondary and email reviewer
* Created Teradata SQL scripts using OLAP functions like RANK () to improve the query performance while pulling the data from large tables.
* 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
* Skilfully defined the list codes and code conversions between the Source Systems and Data Mart as well as actively involved in extensive data analysis on Teradata and Oracle Systems querying and writing in SQL.
* Developed mapping spreadsheets; provided the Data Warehouse Development (ETL) team with source to target Data Mapping.
* Created source and target table definitions using SSIS. Source data was extracted from Flat files, SQL Server and DB2 Database
* Created SQL Jobs to schedule SSIS Packages. Used data profiling task in SSIS to identify poor data and repair it
* Applied conditional formatting in SSRS to highlight key areas in the report data and Used Report Manager to assign roles, permissions and to create report schedules.
* Used Sub Reports, Graphing, Data Drill-Down, and Data sorting/grouping from OLTP and OLAP datasources  
  and created various dynamic reports using SSRS
* Written 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
* Wrote and executed various RDBMS, MYSQL database queries from Python using Python-MySQL connector and MySQL dB package
* Created visualizations using custom hierarchies, groups and merged data from multiple sources using the data blending technique with in the tableau workbook.
* Developed visually compelling reports and interactive dashboards and done forecasting.
* Developed various dashboards and reports using tree maps, pie charts, bubble, bar and line charts, Stacked bar graphs and performed forecasting
* Worked closely with end users in identifying and implementing right set of business criteria to convert raw data into meaningful information.
* Defined best practices for Tableau report development. Reviewed basic SQL queries and edited inner, left, and right joins in Tableau Desktop by connecting live/dynamic and static datasets.

**Feb 2014–March 2015** **Whataburger, San Antonio, TXData Modeler/ Data Analyst**

* 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 Schema, 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
* Created Talend Mappings to populate the data into dimensions and fact tables and Created ETL/Talend jobs both design and code to process data to target databases.
* Read .CSV and fixed width files and created multi schema output files using Talend Open Studio.
* Created .CSV files from excel spreadsheets and loaded into the target Oracle Database using Talend Open Studio.
* 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
* Created various kinds of reports using Power BI and Tableau based on the client's needs.
* Created multiple kind of Report in Power BI and present it using Story Points and created Dashboards Scorecards, views, pivot tables, charts, for further data analysis.
* Migrated existing data into the Power BI. Worked with the application developers and provide necessary SQL Scripts using T-SQL.
* Created joins and sub-queries for complex queries involving multiple tables.
* Responsible for creating SQL datasets for Power BI and Ad-hoc Reports. Used SSIS to create ETL packages to validate, extract, transform and load data to data warehouse databases, data mart databases, and process SSAS cubes to store data to OLAP databases.
* Created dynamic reports that would best suit the needs of the technical architectural development process and proactively improved the performance of reports on ad-hoc basis
* Documented, analysed and defined the source to target data mappings and business rules to eliminate redundant, inefficient processes and practices

**Feb 2012-Jan 2014Lloyds TSB, Manchester, United KingdomData Engineer/Data Management Analyst**

* 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 Analytical and Reporting infrastructure teams to ensure operational and analytical data warehouses could support all business requirements for OLAP reporting across the organization
* Working across many Transformation & Regulatory Programmes
* Was fundamental towards driving the creation of key assets from business data architecture through to the logical data architecture to provide traceability through to the Physical Domains and Business Functions
* Articulated content and modelled principles to other modelers and business users
* Developed models to reflect business area-specific data needs
* Supported review, signed-off and adopted models in collaboration with global businesses
* Created SSIS packages to populate data from various data sources.
* Created ad-hoc reports using Power Pivots add-in
* Done proof of concepts using Power BI tools (Power Query/ Power View) for excel. Created SSIS packages to extract data from OLTP to OLAP system and created alerts for successful and unsuccessful completion of schedule jobs.

**May 2011–Jan 2012 United Online, Hyd, India Business Analyst/Data Analyst**

* Documented Business Plan and Test Plan based on gathered requirements.
* Designed and executed test plans, tracked defects and got them resolved to ensure that business requirements and functional specifications are tested and fulfilled. Developed Conceptual, Logical and physical data model and scripts to create users, roles and schema objects
* Transformed project data requirements into project data models.
* Performed Data profiling & data quality assessment from the SOR files.
* Responsible as a member of development team to provide business data requirements analysis services, producing logical and Physical data models.
* Demonstrated a clear understanding of each logical data model and articulated the intent and vision of each model through consumer and supplier model walkthroughs
* Made business recommendations based on data collected to improve business efficiency.
* Implemented functionalities of application according to business requirements through stored procedures, functions and triggers.
* Closely worked with ETL process development team.
* Determined standard CDE representation (Domains, data sets, critical data)
* Worked within in an agile or iterative environment. Collaborated with a large set of stakeholders across the enterprise to understand in detail consumer requirements, research industry data modeling standards, define strategies for standardization of Critical Data Elements and propose appropriate models
* Perform Data Analysis on both source data and target data after transfer to Data Warehouse.
* Utilized SQL to develop stored procedures, views to create result sets to meet varying reporting requirements.
* Used Visual Studio report builder to design report of varying complexity and maintain system design documents.
* Data analysis, reporting using SSRS.
* Used Visual Studio report builder to design report of varying complexity and maintain system design documents.

**Aug 2009–Apr2011 Krish Radiant Solutions, Hyd, India Oracle Developer/Data Associate Modeler**

* Created triggers, stored procedures, views and SQL-Scripts.
* Incorporated changes to the existing Packages, triggers, procedures and functions to cater to the new functionality.
* Created PL/SQL procedures to aid business functionalities like bidding and allocation of inventory to the shippers.
* Worked closely the team of business analysts, quality analysts to understand the business requirements and developed the Business Object Model (BOM).
* Part of a team responsible for impact analysis and the analysis and design of the system.
* As a developer, created Program Specifications and Unit Test cases for the various modules to be developed.
* 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.
* Reports for the various modules were developed using Reports 2.5.
* Developed the logical and physical model from the conceptual model developed using a tool Erwin by understanding and analysing business requirements.
* 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.
* Assigned different roles, granted/revoked permissions to the database users.
* Maintained documentation using Crystal Reports.
* Provided Unit testing, SIT and UAT testing support and deployment support
* Worked on PL/SQL and UNIX shell to process ETL such as data loading, cleansing, file management

**EDUCATION & PROFESSIONAL DEVELOPMENT**

**Jawaharlal Nehru Technological University**, India

* Bachelors of Technology in Electronics & Communications

**TECHNICAL SKILLS**

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| **Data Modeling Tools** | Erwin r7/r7.1/7.2/r8.2/r9.1/9.5/9.6, Embarcadero ER/Studio, Enterprise Architect, Oracle Designer, and Sybase Power Designer |
| **ETL Tools** | Talend, Informatica 6.2/7.1, Data Junction, Ab-Initio, Data Stage, SSIS. Power Center 8.6 / 7.1.1, Informatica Designer, Workflow Manager, Work flow Monitor |
| **Database Tools** | Microsoft SQL Server, MySQL, Oracle, DB2, MS Access 2000 and Teradata V2R6.1 |
| **OLAP Tools** | Microsoft Analysis Services, Business Objects and Crystal Reports |
| **Other Tools** | SAS Enterprise Guide, SAP ECC and Panorama Web Service |
| **Packages** | Microsoft office Suite, Microsoft Visual Studio, Microsoft Project 2010 and Microsoft Visio |
| **Programing Languages** | Python, R, SQL, TSQL, PL/SQL, Base SAS, HTML, XML, UNIX and Shell Scripting |
| **Reporting Tool** | Tableau, Power BI, QlikView v9+, SQL/Oracle, DW/BI Concept |

**REFERENCES AVAILABLE ON REQUEST**