**SRIDEVI**

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**PROFESSIONAL SUMMARY**

Business Intelligence professional with over **7+ years** of experience in Information Technology with strong emphasis in Business Intelligence (BI) and Data Warehousing (DW) associated projects using **Tableau**, **OBIEE**.

* **6 Years** of experience in Tableau **Desktop/Server**, creating highly interactive data visualization reports and dashboards
* Extensive Tableau Experience in Enterprise Environment and Tableau Administrator experience including technical support, troubleshooting, report design and monitoring system usage
* Hands-on experience in preparing dashboards using **calculated fields**, **parameters**, **calculations**, **groups, sets and hierarchies** in Tableau
* Implemented advanced geographic mapping techniques and used custom images and geo coding to build spatial visualizations of non-geographic data
* Created **advanced chart types, rich data visualizations** like **bar graphs, scatter plots, pie charts, geographic visualization** and other making use of **actions,** other **local and global filters** according to the end user requirement**.**
* Designed and developed tailored analytic solutions to fulfill data strategies to serve client’s business goals and requirements
* Developed visualization features/designs most appropriate to data and analysis needs of business users
* Expert in analysis and ability to solution **business challenges/needs into Enterprise solutions and Industry practical knowledge** and engagements on the latest Analytics & Business Intelligence trends
* Involved in Full Life Cycle Development of Reporting Projects, which included requirements gathering/analysis, design, development, testing and production rollover
* Extensively used **Tabadmin and Tabcmd** commands in creating **backups and restoring backups** of Tableau repository
* Configured Users based on **Active Directory** and logged in through **Run as User account.**
* Experience in **Administering user, user groups**, and scheduled instances for reports in Tableau
* Expertise in **server monitoring** like Infrastructure, Application, Performance, capacity, and User experience
* Intensely interacted with Developers, Business Analysts and Project managers toward testing and documenting new products and enhancements
* Strong **testing and debugging skills procedures and strategies** to extract data from different source systems
* Practical understanding of the **Data modeling (Dimensional & Relational)** concepts like **Star-Schema**, **Snowflake schema Designs**, **fact** and **dimension** tables **modeling of data**
* An effective communicator with exceptional relationship management skills with the ability to relate to people at any level of business.
* Experience in development and design of ETL (Extract, Transform and Loading data) methodology for supporting data transformations and processing, in a corporate with ETL Solution using Informatica.

**TECHNICAL SKILLS:**

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| **Reporting tools** | Tableau Desktop 10, Tableau Desktop 9.1,8/7, Tableau Server 9.1/0, 8/7, OBIEE 11g/10g and SSIS, SSRS. |
| **Operating System** | Windows 98/NT/2000/XP, Windows 7/8, Windows 2008/2012, UNIX, Linux |
| **Databases** | Oracle 8i/9i/10g/11g, MS SQL Server 2008/2012, MYSQL server, MS Access 2007 |
| **DB Query Tools** | TOAD, SQL Developer |
| **ETL Tools** | Data Stage, Informatica, SSIS |
| **Data Modeling** | Oracle SQL Developer |
| **Business Management Tools** | MS Office, MS Visio |

**EDUCATION:**

Bachelor of Technology (Computer Science and Engineering), JNTU University, AP, India

**PROFESSIONAL EXPERIENCE:**

**Client: T-Mobile, Seattle, WA Dec'16 – Current**

**Position: TABLEAU Developer**

**Responsibilities:**

* Worked in coordination with Clients for feasibility study of the project in Tableau and drawing up thetimelines.
* **Deployment of Tableau Server** in clustered environment by mapping server nodes to primary machine.
* Created **Users**, **Groups** and **projects** in Tableau environment.
* Created and managed schedules for users.
* Created **different views using Tableau Desktop** that was published the business stake holders foranalysis and customization using filters and actions.
* Created **Heat Map** showing employment vs unemployment by color that were broken into regionsallowing business user to understand where we have most unemployment.
* Implemented various data connections from data source to **Tableau Server** for report and dashboard development.
* Combined visualizations into Interactive **Tableau Dashboards** and published them to the web portal.
* Created **guided navigation links** for Interactive dashboards in Tableau.
* Developed **actions, parameters, Filter** (Local, Global) and **calculated sets** for preparing dashboards and worksheets using Tableau.
* Designed and developed various **analytical reports** from multiple data sources by **blending data** on a single worksheet in Tableau Desktop.
* Created **Bullet graphs** to determine average wages and worker’s compensation by using measures and dimensions data from **Oracle SQL Server** and **MS Excel**.
* Developed **metrics, attributes, filters, reports, dashboards** and created **advanced chart types**,**visualizations** and **complex calculations** to manipulate the data.
* Used multiple Measures like **Individual Axes, Blended Axes**, and .
* Formulates and recommends standards for achieving **maximum performance** and efficiency of the**DWH**.
* Design interactive dashboards in Tableau Desktop and published them to Tableau Server.
* Created **Bar Charts** which is complied with data sets and added **trend lines** and forecasting on future usage of the **Mobile App**.
* Design, create, and maintain a platform-wide, re-useable **data extract layer** within **Tableau**.
* Experiment with new features and enhancements released by Tableau and bring them into the platform & organization.
* Responsible for designing **scalable Tableau Server Architecture** to support Internal and External users, reviewing and optimization of existing workbooks and data sources.

**Client: Hanover Insurance, Charlotte, NC Oct’15 – Nov’16**

**Position: TABLEAU Developer**

**Responsibilities:**

* Collaborated with Business Analysts and Data Modelers and defined **Mapping** documents

and design process for various Sources and Targets.

* Involved in installation of **Tableau desktop**, **Tableau serve**r Application software.
* Developed reports with features like **drill down, slice** and **dice**, master/detail for analysis

of business.

* Created **Tableau scorecards**, **dashboards** using **stack bars, bar graphs**, **scattered plots**,

**geographical maps**, **Gantt charts** using **show me functionality**.

* Worked on Tableau Dashboards in Tableau 8.1. Demonstrated knowledge in dealing with

various functionalities like **context filters**, **global filters**, **guided navigation, customization**, **conditional formatting** of reports to satisfy the end users.

* Extensive experience in Tableau Administration Tool, Tableau Interactive Dashboards,

Tableau suite.

* Worked on Migration of User Developed Applications/reports from Mainframe **SAS to**

**SAS EG** to optimize the execution time, resources and to reduce the cost of overall process.

* Used Data Warehouse Architecture and Design - **Star Schema**, Fact and Dimensional

Tables, Physical/Logical Data Modeling, and data flow diagrams.

* Managed reports and dashboard validation Testing cycle.
* Managed offshore resources.
* Handling charge as an ETL Analyst with prime responsibilities of working on **ODS** and **SDR** applications.
* Developed and implemented the coding of Informatica Mapping for **ODS** and **SDR**

applications. Prepared technical specification documents.

* Problem identification, root cause analysis and fixing the issues.
* Fixed the **invalid mappings** and **troubleshoot** the technical problems of the database.
* Debug the sessions by utilizing the logs of the sessions.
* Responsibilities include designing the documents based on the requirement specifications.

**Client: United Health, India Jan'12 – Apr’15**

**Position: TABLEAU Developer**

**Responsibilities:**

* Involved in reviewing business requirements and analyzing data sources form Excel, Oracle, SQL

Server for design, development, testing, and production rollover of reporting and analysis

projects within **Tableau Desktop**.

* Created views in Tableau Desktop those were published to internal team for review and further data analysis and customization using filters and actions.
* Involved in creating interactive, parameterized dashboards by extracting data from different

sources using data blending and applying actions - filter, highlight and URL.

* Created dashboard from scratch that included drill-through, filters, **Heat/Geo/Tree Maps**,

**Pie/Bar Charts, Circle Views, Line/Area Charts, Scatter Plots and Bullet Graphs**.

* Developed unlinked, on-demand sub reports and linked sub reports using shared variables andcomplex reports like cross-tab, drill down and hierarchical reports.
* Creating visually compelling and actionable **interactive reports and dashboards**.
* Reviewed and optimized **SQL queries** and edited inner, left, and right joins in Tableau Desktopby connecting live/dynamic and static datasets.
* Created Context filters on the existing filters and Tableau data extract to publish it in server byoptimizing it to reduce the report rendering time
* Involved in data conversion to provide reporting capabilities as per the requirement.
* Performed **data analysis** on daily, weekly, and monthly scheduled refresh of data based on thatbusiness or system change that have happened to ensure that the developed dashboards are displaying accurate and up-to- date live data and sent those into production after editing.
* Validated the reports before publishing the reports to **Tableau server, troubleshoot Tableau reports,dashboards,** etc.
* Involved in **troubleshooting and performance tuning** of reports and resolving issues within

Tableau Server and Reports.

* Participated in weekly meetings, reviews, and user group meeting as well as communicating

with stakeholders and business groups.

**Client: Dr Reddy’s, India Jan'10 – Dec’11**

**Position: BI Developer**

**Responsibilities:**

* Interacted with the Business Users and Supervisors to get a better understanding of client business processes and to gather business requirements.
* Analyzed the Business requirements and site specifications to create **Business Requirement Document** (BRD) and **Design Document** (Functional and Technical).
* Enhanced previous ETLs with new features by exploring areas of improvements like **data quality, data masking, slowly changing dimensions and performance enhancements**.
* Implemented best practices for development in all the environments.
* Created Physical Layer, Business Model and Mapping Layer and Presentation Layer in RPD using **Oracle BI Administration** Tool.
* Migrated RPD and Catalog from Development to Test and to Production Environment.
* Created Aggregated Tables to improve the Performance of the Reports.
* Created Connection pools, import physical tables and define joins in the Physical Layer.
* Created **Tables, Views, Indexes, Stored Procedures, and Triggers** in databases.
* Analyzed long running queries and tuned the complex queries to optimize application and system performance.