**Venkateswarlu Pitti**

**BI Architect**

**201-616-0169**

**Summary**

* Have 12 years of experience in DWH or BI using Reporting tools **Microstrategy** & **Cognos** and ETL tool **Informatica**, **AWS Data Pipeline,** **DataStage & Snaplogic** with **Teradata**, **Oracle, MS SQL Server** and **AWS Redshift**.
* Have very good experience on Data Warehousing/Database Design
* Have **5** year of onsite experience in **USA, UK**
* Proven track record of successfully implementing **6 End to End Business Intelligence (BI)/DWH Projects**
* Certified as **Microstrategy(MSTR) 10- Certified Platform Administrator**
* Certified on **Microstrategy 10**, **Cognos 10**, **Datastage 8.5**, **Oracle** (OCA) and Property and Liability Insurance Principles (**INS-21**)
* Extensive experience in client applications design and enterprise data warehousing projects. Have been in various roles from developer to Onsite tech lead and **BI Architect** covering all phases of project development including business requirements analysis, Architecture and design, development, testing and quality assurance, implementation in **Insurance**, **Telecom, and Retail Analysis, Subscription billing & Health Care** Domains.
* Developed the **Microstrategy 10.x, 9.x** projects which includes Meta Data layer, Dashboards & Reports and did the Intelligence Server(IS) new instance setup with all admin activities for Customer Acquisition Solutions dashboards for the Team in USA
* Developed the **Datastage 8.5** jobs and **Microstrategy -**meta data layer design, Reports & dashboards for GIFT Team in UK
* Developed the **Cognos 10.x, 8.x** FM Models, Packages, Reports & Transformer Models and Migrated **Cognos 7.4** reports & Models to C8.4 for Sales & Marketing Reporting for the Team in USA
* Designed and Implemented the Operational Data Store (**ODS**) for Post-paid TTSL, Hyderabad
* Proficient in **UNIX** Shell Programming, **SQL & PL/SQL**
* Received certification from **CEO of TTSL** for successful implementation of Business Intelligence
* Good communication and interpersonal skills
* Experienced in managing **off-shore** and **on-shore** model in delivering several Cognos BI applications
* Conducted **training** sessions to business on Cognos BI Applications and Datastage ETL tool

**Work Experience:**

|  |  |  |
| --- | --- | --- |
| Dates | Organization | Role |
| Oct 2013 –Till Date | Aspire Systems Pvt Ltd | BI Architect |
| Dec 2005 –Sept 2013 | Tata Consultancy Services(TCS) | Tech Lead |
| Apr 2005 – Dec 2005 | Central Power Research Institute(CPRI),Bangalore | Developer |

**Educational Qualification**

|  |  |  |
| --- | --- | --- |
| Degree and Date | Institute | Major and Specialization |
| Master Of Technology, Apr-2005 | **Rajiv Gandhi Tech University, Bhopal** | **Information Technology** |
| Bachelor of Technology, Apr-2002 | **JNTU, Hyderabad** | **Computer Science & Engg** |

**Technical Competency**

**BI Reporting Tools : Microstrategy** 9.x, 10.x, **Cognos** 10, Birst 5.12

**ETL Tools : Informatica** 9.x**, AWS Data Pipeline,** Data stage 9.x,

**Microstrategy 10.x, 9.x :** Intelligence Server (IS), Developer, Web Professional

**Cognos 10.x, 8.x :** Framework Manager, Report Studio, Transformer

**Databases & Tools : Teradata, AWS Redshift,** Oracle, MS SQL Server

**Languages :** Java**,** SQL, PL / SQL

**Configuration Management Tools :** Clear case, PVCS (Serena)

**Operating Systems :** Windows, Linux and UNIX

**Others :** MS Excel, MS Word, PowerPoint, MS Visio, MS Project

**Projects Undertaken**

* **Customer Acquisition Solutions Dashboards & Reports**

**Client :** US-based leading provider of customer acquisition solutions through its next generation technology platform

**Duration :** Apr 15 to Till Date

**Role :** BI Architect & Admin

**Technology :** MicroStrategy 10.2, Tableau, Teradata, Informatica 9.x, Linux

**Project Description:**

As part of the client’s Business Intelligence (BI) Dashboards using Microstrategy, we created the Intelligence server (IS) new instance setup and developed Meta data layer, reports & dashboards for the client. Integrated BI analytical and predictive reports into their applications efficiently using MSTR SDK framework. Project is being executed in on premise where the Informatica is used as ETL tool and MS SQL Server is DWH host and Meta data is hosted in SQL Server.

**Responsibilities:**

* Gathering business requirements & source systems details from clients.
* Preparing detailed design Functional & technical specification document.
* Mapping requirements into system functionality quickly by using agile methodology.
* Intelligence server(IS) new instance setup with all admin activities like governing settings , user creation, user permissions, monitoring the IS status.
* Created the subscriptions & schedules for reports and dashboards.
* As the solution we integrated Microstrategy Analytical and Predictive reports into their .Net/Java web applications. To match the presentation styles we customized the base code using MicroStrategy SDKs
* We used Microstrategy Freeform SQL/XQuery reports to create transactional reports
* Microstrategy SDK was used to accept user selections and change the layout accordingly and generate reports. The report performance was good with better Web and I-server integration
* We were able to connect multiple Microstrategy documents based on user selections and integrate user input CSV files using .Net code
* The Survey results were consolidated and analytical and predictive reports were generated using Transactional Services and Predictive Modelling
* Setting up the enterprise manager(EM) and monitoring the reports statistics
* Creating project with attributes, metrics as part of Metadata layer design.
* Created various type of objects like Transformations, attributes, metrics, prompts/filters in MSTR.
* Used advanced filters and level metrics in the reports creation.
* Creating various types transactional reports with insert/delete/write options.
* Created security filters for various levels like User, Data & functionality
* Worked on deploying the objects from Dev to QA and QA to Prod using object manager.
* Worked on migration/upgrade of projects from MSTR 9.3.1 to 10.2
* Performance tuning (VLDB properties) at various levels like Reports, Dashboards, Project and DB Queries.
* Automated the tasks like bulk user creation using command manager.
* **Subscription Billing Dashboards & Reports**

**Client :** US-based leading provider of SaaS-based Billing and Payment processing system

**Duration :** Oct’13 to Mar 15

**Role :** BI Architect

**Technology :** MicroStrategy 9.4.1/10.2, Amazon Redshift, Snaplogic/AWS Data Pipeline, Oracle 11g

**Project Description:**

As part of the client’s Business Intelligence (BI) Dashboards using Microstrategy, we developed Meta data layer, reports & dashboards for the client.

Project is being executed in a hybrid cloud strategy where the ETL processing is entirely done on public cloud. All of the ETL computing and storage is done using Amazon Redshift while Snaplogic/Data Pipeline is the ETL tool

**Responsibilities:**

* Gathering business requirements & source systems details from clients.
* Preparing detailed design Functional & technical specification document.
* Responsible for technical review, design, development, deployment, and integration of the solution on Multi-Tenant model.
* Performed admin activities like governing settings, user creation, user permissions & monitoring the IS status.
* Creating Meta data layer and updating as per new requirements.
* Created various type of objects like Transformations, attributes, metrics, prompts/filters in MSTR.
* Used advanced filters and level metrics in the reports creation.
* Creating various types Reports & Documents
* Created the intelligence cubes and reports are developed using cubes.
* Worked on security at various levels like User, Data & functionality on Multi-Tenant model.
* Creating the mobile dashboards for IOS & Android devices.
* Worked on deploying the objects from Dev to QA and QA to Prod using object manager.
* Worked on integrating MSTR reports/dashboards into client web application
* Performance tuning (VLDB properties) at various levels like Reports, Dashboards, Project and DB Queries.
* Automated the tasks like bulk user creation using command manager.
* Worked on identifying right BI reporting tool as part of POC from identified candidates Cognos, Birst, Microstrategy, Jaspersoft & Logi Analytics
* **Global Risk Assessment Solutions Platform (GRASP)**

**Client :** Leading international insurance organization serving customers in more than 100 countries and jurisdictions

**Duration :** Nov 12 to Sept 13

**Role :** Tech Lead

**Technology :** Unix/Data stage 8.1/ Microstrategy /UDB DB2 9.7/Sybase/Oracle 10g/MS SQL Server/MS Access DB/Excel /PEGA

**Project Description:**

As part of the GRASP **(Global Risk Assessment Solutions Platform)** program, client is migrating existing 9 legacy source systems to GRASP target DB using ETL tool datastage 8.1 .Front end for the new system going to be PEGA screens and Reporting tool is Microstrategy, Hence, Legacy sources needs to be migrated from various source systems types in Oracle 10g, Sybase, MS SQL server, MS Access DB & Excel to target GRASP Database UDB DB2 as part of Data Migration. The DS jobs would extract data from various source systems, transform & validate then load to staging tables and finally load to target GRASP DB. From staging tables there be will be MSTR reporting for risk analysis reporting. Also system integration/testing team will do the end to end testing for target migrated data and front end PEGA screens.

**Responsibilities:**

* Gathering business requirements & source systems details from clients.
* Prepared detailed design Functional & technical specification document and mapping business requirements into system functionality.
* Involved in 9 source systems data analysis and establishing relationships across source systems.
* Preparing sources to target mapping sheet with transformation logics.
* Designed and implemented the staging tables for GRASP Data Migration.
* Developed datastage jobs to extract data from the Various source databases/Excels and transform the data as per the requirements and load it into the Staging tables then finally load the cleaned data to GRASP target database..
* Extensively involved in unit testing and validating the data loaded into the staging tables/GRASP target DB.
* Defect analysis and bug fixing for DS jobs.
* Preparing logical Data Models, Reports & Dashboards for GRASP.
* Created various type of objects like Transformations, attributes, metrics, prompts/filters in Microstrategy.
* Used advanced filters and level metrics in the reports creation.
* Preparing Microstrategy Dashboards & Reports as per user requirements.
* Helped in integrating the MSTR reports/documents into client newly designed web based application
* **General Insurance Finance Transformation (GIFT), UK**

**Client :** Leading international insurance organization

**Duration :** Apr 11 to Oct 12

**Role :** Tech Lead

**Technology :** Windows/Unix/MS SQL Server/Sybase /Microstrategy/Autosys/Datastage 8.5/SAP

**Project Description:**

As part of the GIFT (General Insurance Finance Transformation) program, client is upgrading its Financial Systems to SAP & Reporting. Hence, Legacy data needs to be converted from source systems to SAP environment. GIFT R3 Legacy ETL is to build a scalable Datastage architecture to handle UK and Europe Data for GIFT. The jobs would extract data from various regional GOAL/Ds, process it and load to the target Abstraction layer. From Abstraction layer there be will be Microstrategy reporting for financial reporting. Also datastage DI (data integration) team will extract and do the finance transformation to match to SAP.

**Responsibilities:**

* Gathering business requirements & enhancements details from clients.
* Prepared detailed design technical specification document and mapping business requirements into system functionality.
* Involved in Source GOAL/D data analysis.
* Proposed better target databases & systems.
* Developed datastage jobs to extract data from the source database GOAL/D and transform the data as per the requirements and load it into the Target Abstraction Layer for the Nordic region, which can be reused for any regions in the future with minimal changes.
* Extensively involved in unit testing and validating the data loaded into the abstraction layer.
* Involved in gathering requirements and prepared high-level design (HLD) and Low-level design documents.
* Created various type of objects like Transformations, attributes, metrics, prompts/filters in MSTR.
* Used advanced filters and level metrics in the reports creation.
* Creating various types Reports & Documents
* **Sales & Marketing Reporting (SMR)**

**Client :** Leading international insurance organization

**Duration :** Jan 10 to Mar 11

**Role :** Data Warehouse Analyst / Onsite Tech Lead

**Technology :** Windows/Oracle/Datastage/Java/Cognos 10.x Framework manager / Cognos 10.x Report Studio/Analysis Studio/Powerplay Transformer/Power play Client/Autosys, COGNOS 8.4.1 Report Studio (Professional/Express), COGNOS 8.4.1 Framework Manager, COGNOS 8.4.1 Power play Transformer, COGNOS 8.4.1 Power play Client, COGNOS 8.4.1 Analysis Studio

**Project Description:**

Sales & Marketing Reporting **(SMR)** is a web based Cognos with multidimensional reporting capabilities. End user does not have the ability to make entries within the application. SMR is web based system to view, analyze and report Premium, Pipeline and submission information. Reports can be viewed over a variety of summary levels and over different time periods. The comparison between current and historical data can be done to decide the future strategies of the company.

**Responsibilities:**

* Gathering business requirements & enhancements details from clients.
* Prepared detailed design technical specification document.
* Mapping business requirements into system functionality.
* Worked on different kinds of reports like Chart Reports, Cross tab reports, List reports and maps
* Prepared SMR Dashboard reports.
* Prepare Java scripts to make changes to the Prompts and to validate input values in cognos reports.
* Prepared the FM Model, Packages, Transformer models & Reports for SMR.
* Migrated models & ppr reports from Cognos 7 to C8.4
* Created OLAP models using Cubes for faster reporting needs.
* Installed & gave training on C8.4 Powerplay client for business users.
* Maintenance of Production database with weekly data base updates.
* Daily reconciliation of prod tables with other compatible system after ETL cycle completion and Cubes refresh using Autosys jobs.
* Add/Delete users to Cognos LDAP by using LDIF format files.
* Gave training on Cognos 8.4 Prof/Express Report Studio to business users.
* Setup of Cognos 8.4 Dev/QA/Prod environments.
* Prepared datastage jobs and involved in defect fixing and involved in various phases of datastage jobs testing/error handling.
* **Depuy Orthopaedics Cognos 8 Project**

**Client :** Client is a leading provider who embraces research and science - bringing innovative ideas, products and services to advance the health and well-being of people

**Duration :** June 09 to Dec 09

**Role :** Onsite Tech Lead for Report Development & Migration

**Technology :** Windows/Teradata/Framework manager/Cognos Report Studio/Analysis Studio/Powerplay Transformer/Impromptu admin, COGNOS Report Studio, COGNOS Framework Manager, COGNOS Power play Transformer, COGNOS Analysis Studio, and COGNOS Impromptu Admin

**Project Description:**

Client has more than 250 operating companies in 57 countries employing 117,000 people and worldwide headquarters is in New Brunswick, New Jersey, USA. Depuy Orthopeadics is one of the Operating companies of the client.

The DePuy Orthopaedics portfolio includes more than 200 products. DePuy Orthopaedics continues to develop orthopaedic technologies and solutions to help restore natural movement in patients around the world. In turn, its product offerings also help surgeons achieve performance excellence in their orthopaedic surgical practices.

Depuy Orthopaedics Cognos 8 Project aims at development of a large set of reports with various functionalities & Cubes for Depuy using Cognos. Also to migrate existing Cognos 7.3 Cubes, Catalog, Powerplay reports into Cognos 8.4 Cubes, FM model, Packages & reports.

**Responsibilities:**

* Gathering business requirements & enhancements details from clients.
* Prepared User Requirement specification, Functional specification & detailed design technical specification document.
* Mapping business requirements into system functionality.
* Maintaining permissions and security to the reports using User classes & FM in Cognos 8
* Working different kinds of reports like Chart Reports, Cross tab reports & List reports
* Redeveloping all the power play reports of Cognos 7.3 in Cognos 8.4 as Report/Analysis studio reports.
* Migrating all cubes in C7 to C8 using Transformer and modifying the models as per the new business requirements with enhancements
* Done Database consolidation for avoiding the redundancy.
* Coordinating with offshore for the report development & Migration from Cognos 7.3 to Cognos 8.4 of reports & cubes
* **IDO (Innovation Delivery Organization)- Kraft BI Reports**

**Client :** Client is the leading and largest global information and media company

**Duration :** May 08 to May 09

**Role :** Report Development Lead

**Technology :** Windows/Netezza/Java/Cognos Report Studio/Answers Portal/ADF-MDS, COGNOS Report Studio, COGNOS Framework Manager, Answers Portal, Composite, ADF/MDS environment, Serena (PVCS) (for version control)

**Project Description:**

Client is the world's leading provider of marketing information, audience measurement, and business media products and services. By delivering an unmatched combination of insights, market intelligence, advanced analytical tools, and integrated marketing solutions, client provides its customers with the most complete view of their consumers and their markets. Client operates in more than 100 countries with a global team dedicated to helping clients compete more effectively and discover opportunity with more clarity than ever before.

The IDO Project aims at development of a large set of reports with various functionalities for Kraft using Cognos. In the process, a whole existing system of Reporting will be transformed to Cognos.

**Responsibilities:**

* Gathering requirements from clients.
* Interaction with client for understanding the client's requirements and getting clarifications.
* Mapping business requirements into system functionality.
* Use Java scripts for validating inputs and to adjust prompt pages.
* Maintaining permissions and security to the reports using Answers portal and cognos
* Working different kinds of reports like Chart Reports & Cross tab reports.
* Migrating all the management reports from Cognos 8.2 to 8.3
* Coordinating with offshore for the report development
* Created the Technical Specification for the reports
* Adding HTML widgets to the Cognos reports.
* **Telecom Provider – Business Intelligence – Post-paid**

**Client :** Client is India’s leading Telecom provider

**Duration :** Dec 05 to Apr 08

**Role :** ETL & Reporting Developer

**Technology :** Sun Solaris 9, Oracle 10g, Cognos 7, Report Net 1.1, Windows XP/2000, TOAD 8.5.3.2,COGNOS Report Net, COGNOS Framework Manager,COGNOS Power Play, OWB 10g R2 , Rational Clear Case (for version control), Edit plus (IDE), TOAD 8.5.3.2, COGNOS Report Net, COGNOS Framework Manager, and COGNOS Power Play, Oracle 10.2.0.1.0 Warehouse Builder, Rational Clear Case (for version control)

**Project Description:**

Client started its operations in Andhra Pradesh in INDIA and slowly extended to other states in INDIA like Delhi, Karnataka, Gujarat and Tamil Nadu, Maharashtra. With the growing business and competition, a central place for analyzing the data coming into different operational systems is apparent and hence an Enterprise Data warehouse. The objective is to provide the development and Maintenance of Enterprise Data Warehouse for Business Analysis and reporting needs.

The project involves designing Dimensional Model for Postpaid source systems and implementation of the Enterprise Data Warehouse along with Analytical reporting needs.

The project is implemented with Oracle 10g RDBMS, Oracle Warehouse Builder (ETL), Cognos Report Net, Cognos Power Play.

**Responsibilities:**

* Designed and Implemented the Operational Data Store(ODS) for Postpaid TTSL
* Successful up gradation of billing product ARBOR from 10.1 to 11.7-FX
* Mapping business requirements into system functionality.
* Dimensional modelling.
* Developing PL / SQL in Oracle 10g.
* Writing UNIX Shell Scripts for automating process.
* Designing the Reports model using Cognos Framework Manager.
* Developing Cognos Report Net Reports.
* Developing and refreshing the Cognos Power Play Cubes.
* Implemented the various types of reports like Master detail, Drill through ,Drill down & Drill up
* Implemented the Conditional formatting in various reports
* Implemented the cascading prompts in various reports
* **Data Acquisition System (DAQ) Project**

**Client :** Client is the power house of the Indian electrical industry.

**Duration :** Apr 05 to Nov 05

**Role :** Developer

**Technology :** SQL, PL/SQL & UNIX

**Project Description:**

Client is a power house of the Indian electrical industry.

It functions as a center for applied research in electrical power engineering assisting the electrical industry in product development and quality assurance. Client also serves as an independent authority for testing and certification of power equipment.

The main purpose of Data Acquisition System (DAQ) project is to automate the testing results of the power equipment tests conducted by different departments within the clients operations and store data in a single database.

**Responsibilities:**

* Developing PL / SQL code in Oracle 9i
* Writing UNIX Shell Scripts for automating process