**Venu Gopal**

**[venugamma1982@gmail.com](mailto:venugamma1982@gmail.com)**

**434-879-1621**

**Professional Summary:**

* Around 8 years of Experience in Business Analysis, Data Analysis, Data Modeling, Data Warehouse professional with applied Information Technology.
* Extensive experience in Relational and Dimensional Data modeling for creating Logical and Physical Design of Database and ER Diagrams using multiple data modeling tools like ERWIN, RDA(Rational Data Architect), ER Studio.
* Proficient in preparing Business and System Use Cases and supporting all the documents with UML Diagrams such as Use Case Diagrams, Class Diagrams, Activity Diagrams, Data Flow Diagrams, Sequence Diagrams, Process Flows (Business and System) using UML modeling tools such as MS Visio and Rational Rose.
* Organized Joint Application Developments (JAD) sessions, walkthrough, Interviews, Workshops sessions with end-user/clients/stake holders and the IT group.
* Experience System Governance and verification systems for at various levels of assurance, and creating requirements and Business models for the authentication and verification of individual systems.
* Expertise in implementing the RUP (Rational Unified Process) methodology procedures within the system development model being followed based on the deadlines to be met.
* Worked extensively on forward and reverse engineering processes. Created DDL scripts for Physical Data model from Data Modeling changes.
* Specializing in the development of Data Warehouse, Business Intelligence architecture that involves data integration and the conversion of data from multiple sources and platforms.
* Experience in Data Warehouse, Data Mart Design and Data Warehouse Bus Architecture.
* Deep knowledge of RDBMS structures including schema creation, modification.
* Extensive knowledge of Structured Query Language including SQL and PL/SQL.
* Experience in Extract, Transform, and Load (ETL) / Data Staging, Design and Testing.
* Built Data integration solutions, workflow solutions and ETL (Extract-Transform-Load) solutions for Data warehouse using Alteryx, Informatica and SSIS.
* Excellent knowledge of waterfall and Agile methodologies of Software Development Life Cycle (SDLC).
* xpert in working with Data Modeling tools including ERwin Data Modeler and Sybase Power Designer.
* Strong understanding of the principles of Data warehousing, Fact Tables, Dimension Tables, Star and Snowflake schema modeling.
* Experience in Relational and Dimensional (Star Schema) Data Modeling.
* Experience in Understanding Business Requirements, analytical and communication skills with a strong technical background.
* Manage deliverables end to end from Single line requirement to go-live.
* Having good experience in SIT, UAT phases, production support and customer interaction.
* Having good experience in Excel, macros VBA and Visio
* Experienced in source data quality analysis, defining of quality criteria and data governance.
* Efficient in VBA for MS Excel for planning/status reporting and creating test data.
* Highly dependable Data Analyst successful at profiling and interpreting data. Supportive and enthusiastic team player dedicated to streamlining processes and efficiently reconciling data issues.

**Skill Set:**

Reporting & Analysis: BO (SAP Business Objects),IBM Cognos, Microsoft Excel

ETL Testing Tools: Informatica, SSIS, Ab Initio, Data Stage

Bug Tracking Tools: Quality Center, Rational ClearQuest

Versioning Tools: CVS, Rational ClearCase, Microsoft SharePoint

Internet Skills: HTML, XML

RDBMS: Oracle, SQL, MySQL, Microsoft Access and PL/SQL

Languages: VBA

Legacy System: AS400, Mainframes.

Operating Systems: Window 9x/NT/XP, UNIX, Linux, IBM Aix

Data Modeling: Microsoft Visio, RDA/Infosphere Data Architect, ERWIN and ER Studio

**State Farm Insurance, Chicago, IL Jan 2017 – Mar 2018**

**Role: Sr. Business Data Analyst**

**Project: ICP** (Integrated Customer Platform)

Description: As a Business Data Analyst, I was involved in documenting the business processes by identifying data required in determining order data from multiple sources and the method of obtaining and storing data. Also, involved in gathering and documenting the requirements, for building ICP (Integrated Customer Platform data mart required for various reporting purposes.  As a Data governance consultant Responsible for envisioning and implementing data governance and privacy regulating of the ICP (Integrated Customer Platform).

**Responsibilities:**

* Work with users to identify the most appropriate source of record and profile the data required for sales and service.
* Document the complete process flow to describe program development, logic, testing, and implementation, application integration, coding.
* Involved in defining the business/transformation rules applied for ICP data.
* Define the list codes and code conversions between the source systems and the data mart.
* Worked with internal architects and, assisting in the development of current and target state data architectures
* Worked with project team representatives to ensure that logical and physical ER/Studio data models were developed in line with corporate standards and guidelines
* Involved in defining the source to target data mappings, business rules, business and data definitions.
* Assigned tasks among development team, monitored and tracked progress of project following Agile methodology.
* Responsible for defining the key identifiers for each mapping/interface.
* Responsible for defining the functional requirement documents for each source to target interface.
* Involved in configuration management in the process of creating and maintaining an up-to-date record of all the components of the development efforts in coding and designing schemas
* Coordinated with Data modelers in giving requirements for ER diagrams including data type length and integrity constraints.
* Developed the financing reporting requirements by analyzing the existing business objects reports
* Utilized Informatica toolset (Informatica Data Explorer, and Informatica Data Quality) to analyze legacy data for data profiling.
* Responsible in maintaining the Enterprise Metadata Library with any changes or updates
* Establish standards of procedures.
* Worked heavily on SQL Server database to extract data and build Business reports.
* Generating a variety of reports based on the Universes, running free-hand SQL, and also personal data files.
* Used SQL Server 2008 Enterprise Edition to extract raw data from the Homeless Management Information System data warehouse.
* Generate weekly and monthly asset inventory reports.
* Evaluated data profiling, cleansing, integration and extraction tools(e.g. Informatica)
* Coordinate with the business users in providing appropriate, effective and efficient way to design the new reporting needs based on the user with the existing functionality

**Environment:** Rational Suite (Rational Rose, Requisite Pro), Rational Unified Process (RUP), SQL, Windows 2000, UML, MS Project, MS-Office Suite, MS Visio, SQL, PL/SQL, Test Director

**Client: Endurance Insurance, New York, NY Mar 2015-Dec 2016**

**Role: Business Data Analyst**

**Project Scope:** Endurance serve clients from Wall Street to Main Street providing high quality and services, underwriting specialty risk with a focus on property, casualty, agriculture, professional lines, and healthcare. The project aimed to replace existing legacy system to a web based application developed by Guide Wire. The new application will be one stop shop for creating new, cancel, reinstate, and renew existing policies for the commercial line customers. Based on the customer information, system generates the quote evaluating with the risk involved to issue a policy / Quote, in integration with various other internal and external applications to complete the quote process.

**Responsibilities:**

* Worked as a Business Analyst/Data Analyst to translate customer product requirements into comprehensive, complete and accurate business requirements and functional specification.
* Gathered requirements for creating the rating inputs screen for the policy system.
* Interacted closely with End users from Underwriting & Claims teams and SMEs to understand and gather the business needs and requirements.
* Worked in the development a file of ACORD Forms used as the standards in all Property and Casualty markets, for both Personal and Commercial Lines of Business.
* Used Clarity to create, manage and mitigate project Issues, Risks and Change Requests.
* Defined projects and performed task scheduling, work breakdown structures using Clarity application.
* Worked on the commercial property and casualty domain and made specific changes to the same for the smooth flow of the process
* Worked with underwriters, actuary to determine the rating algorithms for TO BE system.
* Assigning Zone Code information per Sentry standards to the territory codes from ISO Net.
* Strong hold on Data Warehouse with ETL process and domain knowledge of Claim processing, Group Insurance (GI),Plan Sponsor, Member, Product, Provider, Lab Results,
* Defined projects and performed task scheduling, work breakdown structures using Clarity application.
* Create and customize SharePoint site for effective project collaboration.
* Worked closely with business partners, SMEs and product owners to understand the process.
* Conducted Acceptance review with Product owners for the developed functionality.
* Participated in creating user manual and training users on the application software.
* Performed risk analysis of various features and managed risk registry for the project to avoid scope creep.
* Involved in creating test plans, test strategy and executing test cases for rating used for premium calculation and Quality Center.
* Participated in creating UAT test strategy, planning and UAT testing
* Responsible in managing and maintaining the defect tracking process.
* Analyzed user requirements, attended change request meeting to document changes and implemented procedures to test changes.
* Indicator field (electronic standard code) was added and moved to the enterprise datawarehouse to be stored on the claim line table
* Extensively used Informatica Designer to design, develop ETL jobs for extracting, transforming and loading the data
* Involved in the weekly status meeting to discuss the upcoming releases and changes in the hardware requirements and other major issues.
* Conducted JAD sessions, created Use Cases, work flows, screen shots and Power Point presentations for the Web Applications
* Involved in all SDLC stages under agile process in applications including Requirements analysis, implementation, testing, deployment and maintenance.
* Worked using Dashboard Reporting Tool for easy extraction of information.
* Generated and managed dashboards for project progress documentation design and organize the process flow for project reporting information management.
* Worked on requirements, analysis and design, project management, testing (functional and user acceptance tests)
* Assisted with user testing of systems (User Acceptance Testing), developing and maintaining quality procedures, and ensuring that appropriate documentation is in place.

**Environment:** Java, J2EE, SharePoint, Windows 2000/XP, RUP, UML, Visio, Caliber RM, Doors, Rational Suite (Rational Requisite Pro, Test Director, Clear Quest, Rational Clear Case, Rational Soda) MS Office Suite, SQL Server, SSIS, UAT.

**Allstate Financial Group, Kansas City, MO Oct 2013 – Feb 2015**

**Role: Business Data Analyst**

Allstate Financial Group is the nation's largest publicly held personal lines insurer. Allstate Financial Group includes the businesses that provide life insurance, annuity, retirement, banking and investment products through distribution channels. The aim of the project was to enhance SOA (Service Oriented Architecture) web-based policy management system, which integrated All states five policy management systems (life insurance, annuity, retirement, banking and investment products) and extended the functionality to provide anywhere, anytime, access to information to Allstates countrywide network of producers.

**Responsibilities:**

* Performed data profiling in the source systems that are required for RML System
* Documented the complete process flow to describe program development, logic, testing, and implementation, application integration, coding.
* Worked with internal architects and, assisting 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.
* Involved in defining the source to target data mappings, business rules and data definitions.
* Responsible for defining the key identifiers for each mapping/interface.
* Responsible for defining the functional requirement documents for each source to target interface.
* Documented, clarify, and communicate requests for change requests with the requestor and coordinate with the development and testing team.
* Understanding the Problem Statement and analyzed and documented the Business requirements (BRD), Technical Design Documents (TDD), system requirement specification (SRS) for capital market system.
* Develop, managed and facilitated the needs assessment, business case, evaluation, selection and implementation of a Master data management solution.
* Broad technology background and comprehensive exposure to various capital markets research and electronic trading platforms such as Bond Desk, Valubond, Trade Web and Bloomberg.
* Involved in designing physical and logical data model using ERwin Data modeling tool.
* Provided high caliber reports on and analysis of HR metrics to HR Leadership, HR Business Partners, HR Shared Services, and other HR information users. The reports addressed quantitative measures, human capital effectiveness measures, and cost and recovery models for HR investments. These reports supported decision-making by HR senior management and others.
* Designed and implemented data integration modules for Extract/Transform/Load (ETL) functions.
* Involved in data warehouse design.
* Deep understanding the knowledge of Risk analysis, Securities (Stocks and corporate bonds) and their valuation, Portfolio Management (risks and returns) and analysis, Asset Allocations Bond pricing, Financial Derivatives, Cash flows, financing structure, Capital Management, Stock Valuation, Amortization, etc
* Experience with various ETL, data warehousing tools and concepts.
* Created Test Data and tested SQL database referential integrity and unique constraints.
* Documented the complete process flow to describe program development, logic, testing, and implementation, application integration, coding.
* Created tables, view, sequences and indexes.
* Generated the Business Objects reports involving complex queries, sub queries, Unions and Intersection.
* Analyzed the existing reports of the reporting system in the database. Checked the consistency of the data after ETL process using SQL queries.
* Developed critical reports for Audition purposes, Created reports with Standard, Summary, Cross Tabs, SQL, Command Objects, Selection Criteria, grouping, sub reports etc.
* Verified the Data for the new Universe developed, comparing the BO Query Results to the analyzed data. Tuning & Enhance universes with SQL queries for the report performance in production environment.
* Wrote SQL Queries required for programming.
* Developed SQL queries and Procedures using SQL and PL/SQL.
* Created various Custom objects, Tabs, Workflows, Reports, Apex triggers and validation rules for the application.
* Created documentation for workflow rules and defined related tasks, time triggered tasks, email alerts, field updates to implement the business logic.
* Worked with internal architects in the development of current and target state data architectures
* Worked with project team representatives to ensure that logical and physical ER/Studio data models were developed in line with corporate standards and guidelines.
* Used data analysis techniques to validate business rules and identify low quality missing data in the existing Amgen enterprise data warehouse (EDW).

**Environment:** SQL Server 2005, Quality Center 10.0, PERL, `Oracle 10g, Unix IBM AIX 6.1, Teradata 12.0, Teradata SQL Assistant 12.0, T- SQL, XML Files, XSLT, XML Spy 2010, SQL, ErWin, UML

**Client: Fifth-Third Bank, OH Feb 2010 – Sep 2013**

**Role: Business/ Data Analyst**

**Description:** Stucky Application software is being used by the Structured Finance Group of Fifth-Third Bank, in both Chicago and Cincinnati. Stucky's Application is to track Commercial collateral on Asset Based Lending loans, monitor their Borrowing Based of Aging, Receivables and Inventory. William Stucky & Associates provided 2 software applications to the bank; Stuckynet & Stucky NTABL. Both systems have been used by the bank for over 5 years. They are used for Asset Based Lending - for structured finance deals. This will ensure that the bank does not loan more money than what the customer can support. In this particular project we have added new fields to the existing screens and have generated several new reports.

**Responsibilities:**

* Worked according to the software development life cycle.
* Gathered requirements from remotely based business users and defined and elaborated the requirements by holding meetings with the users (who are also Fifth-third employees).
* Analyzed the historical documentation, supporting documentation, screen prints, e-mail conversations, presented business and wrote the business requirements document and got it electronically signed off from the stake holder.
* Wrote the test cases and technical requirements and got them electronically signed off.
* Created new reports based on requirements.
* Managed product master data management (MDM) changes to support the standardization of downstream processes and the migration of multiple enterprise resource planning (ERP) instances to a single global instance.
* Develop procedures and triggers in support of application development.
* Utilized simple methods like PowerPoint presentations while conducting walkthroughs with the stakeholders.
* Conducted GAP analysis so as to analyze the variance between the system capabilities and business requirements.
* Interacted with teams in AFS, ACBS and info lease to extract the information for the reports.
* Involved in defining the source to target data mappings, business rules, business and data definitions
* Created Report-Models for ad-hoc reporting and analysis.
* Participated in functional design sessions, creates and executes SQL test scripts, and aids in the solution of data issues.
* Created Logical/physical Data Model in Erwin and have worked on loading the tables in the Data Warehouse
* Worked extensively with the Erwin Model Mart for version control
* Extensively designed Data mapping and filtering, consolidation, cleansing, Integration, ETL, and customization of data mart.
* Provide 24 x 7 problem management support to the development team.
* Document various Data Quality mapping document.
* Created Reports using Universe, Stored Procedure, and Freehand SQL as the Data providers and writing the complex queries including Sub Queries, Unions, Intersect and Aliases.
* Used SQL for querying and analysis purposes on various source tables and conditions applied and Wrote SQL joins, sub queries.
* Used SQL Server Reporting Services (SSRS) to schedule reports to be generated on predetermined time.
* Perform small enhancements (data cleansing/data quality).
* Performed data analysis on the existing data warehouse's of AFS, ACBS and info lease.
* Worked on daily basis with the main frame team and lead data warehouse developers to evaluate impact on current implementation.
* Communicated with the third party vendor to do the programming.
* Upgraded the present application by adding new functionalities and adding new reports.
* Wrote regression test cases, did smoke testing with users.
* Coordinated (with business users, data base administrator, mainframe team and testing team) in mirror to production testing.
* Conducted User Acceptance testing (UAT) and worked with users and vendor who build the system.

**Environment:**MS Office 2007, MS Visio 2003, Windows XP, AFS, MS Excel, SharePoint, PowerPoint, MS Project, UML, SQL Server, Erwin, Business Objects, MS Outlook