**keerthy**

**SUMMARY**:

* **8+ years** of IT experience in Business **Analysis, System Analysis, Data analysis, Software Design**, Development, Implementation and Maintenance of **Business Intelligence** and **Data Warehousing**Platforms across **Airline Services, Banking, Retail, Insurance and Technology**domains.
* **Over 5 years** of Tableau Experience in enterprise environment including report / dashboard design, development, maintenance and support using various versions **(9.x/8.x/7.x)** of **Tableau Desktop** and **Tableau Server**.
* Highly Proficient in **Agile, Iterative, and Waterfall** software development life cycles.
* Interviewed **SMEs** and **Stakeholders** to get a better understanding of client business processes and gather business requirements.
* Expert in Data Visualization, Data Analysis, Business Intelligence, IT Analysis/Design, and Client/Server System Architecture.
* Experience in integrating data quality tools like siperian Master Data Management.
* In depth understanding of the **Gap Analysis** i.e., **As-Is** and **To-Be** business processes and strong experience in gathering requirements and converting these requirements into Technical Specifications documents.
* Proficient in design and development of various dashboards, reports utilizing **Tableau Visualizations** like **bar graphs, line diagrams, funnel charts, scatter plots, pie-charts, donut charts, bubble charts, funnel charts, heat maps, tree maps** according to the end user requirements.
* Expertise in using advance Tableau features like **Calculated fields, Sets, Groups, Parameters, context filters, quick filter, global filters, custom geo coding, Actions, LOD, Adhoc Calculations**, etc.
* Integrated Tableau into Front-End Web Application using **Javascript API** to call parameters and filters as well as individual sheets.
* Expertise in designing and developing analytical **reports**, **dashboards**using techniques for guided analytics, interactive dashboard design, and visual best practices to **convey the story** inside the data by integrating data from multiple sources and help users to identify critical **KPIs** and facilitate strategic planning in the organization.
* Proficient in analysis, design and implementation of data warehousing/ BI solutions using **Tableau,Alteryx, Informatica, MicroStrategy, Tableau and Database** technologies.
* Outstanding Data analysis skills including **Data mapping** from **source to target** database schemas, **Data Cleansing** and processing, writing data extract scripts/programming of data conversion and researching complex data problems.
* Hands-on experience using **Dimensional Data Modeling**, **Star Schema Modeling, Snow-Flake Modeling**, Fact and Dimension Tables, **Physical** and **Logical** Data Modeling.
* Posses’ strong knowledge of **database management** in writing complex **SQL** queries, **Stored procedures**, **database tuning, query optimization** and **resolving key performance issues.**
* Adept in analyzing bugs, interacting with team members in fixing errors and **User Acceptance Testing** (UAT) and also assisted in Post–Production support.
* Strong influence management skills, reporting and analytical/problem solving skills with attention to detail.
* Highly motivated team player with excellent Interpersonal and Customer Relational Skills, Proven Communication, Organizational, Analytical, Presentation Skills, and Leadership Qualities.

**TECHNICAL SKILLS**

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| --- | --- |
| **Analytical Tools** | Tableau 9.x, 8.x, 7.x (Desktop/Server/Reader/Public/Online), MicroStrategy (Desktop/Server), Google Analytics (Adobe Site Catalyst), SSRS. |
| **Data Integration (ETL) Tools** | Alteryx, Informatica, MS SQL Server Integrated Service (SSIS) |
| **Data Modeling /UML Tools** | Power Designer, ERwin, MS Office ( Visio, Word, Excel) |
| **RDBMS** | Teradata, Oracle, MS SQL Server, Hadoop,DB2, Sybase, Access |
| **SQL Tools** | Teradata SQL Assistant, PL/SQL Developer, Toad, SQL Server Management Studio |
| **Service Management** | CA Service desk, Lotus Notes |
| **Document Management** | SharePoint, Documentum |
| **UI Tools** | CICS, ROSE, PUTTY, Visible Analyst, Lotus Notes |
| **Defect management tool** | Mercury Test Director, HP Quality center |
| **Scripting Languages** | C, C++, HTML, JavaScript, Python, PERL, SQL, PL/SQL, and XML |
| **Scheduling Tools** | AutoSys, Control M |
| **Operating Systems** | UNIX, Linux, Windows 8/ 7/XP/2000 |

**PROFESSIONAL EXPERIENCE**

**Gogo Inc., Chicago, IL** **June 2015 – Till Date**

**Sr. Tableau Developer/ Sr. Data Analyst**

Gogo Inc. is a provider of in-flight broadband Internet service and other connectivity services for commercial and business aircraft. 12 airlines partner with Gogo to provide in-flight WiFi, including Aeromexico, American Airlines, Air Canada, AirTran Airways, Alaska Airlines, Delta Air Lines, Japan Airlines, United Airlines, US Airways, Vietnam Airlines, Virgin America and Virgin Atlantic. The project is to develop insight value using Tableau and getting raw data into actionable business intelligence to visually present to a business users.

**Responsibilities:**

* Involved in full project lifecycle of SDLC and coordinated with all project teams.
* Interacted with Subject Matter Experts & End Users and gathered business requirements.
* Acted as liaison between Business Intelligence and Business User groups to relay change requests.
* Performed extensive GAP analysis in the project as there were numerous ‘As-Is’ and ‘To-Be’ conditions.
* Worked in coordination with clients for feasibility study of the project in Tableau and with DB Teams for designing the database as per project requirement.
* Created Users, Groups and projects in Tableau environment.
* Designed and developed various analytical reports from multiple data sources by blending data on a single worksheet in Tableau Desktop.
* Extracted the data from Hadoop data using the hive connection and created performance analytical dashboard.
* Created extracts and scheduled data refresh on Tableau Server for weekly and monthly increments based on the new changes to ensure that the views and dashboards were displaying the changed data accurately.
* Used different Mark types and Mark properties in views to provide better insights into large datasets.
* Developed dashboards with interactive views, drill downs, and published them to the portal with user level security.
* Utilized advance features of Tableau software like to link data from different sources together on one dashboard and to filter data in multiple views at once.
* Built complex calculations using advance functions (ATTR, LOD, DATEDIFF, Ifs, Nested Ifs, RANK\_DENSE, OR,NOT, AND, and Quick Table calculations).
* Created Heat Map showing sales data by color that were broken into regions allowing business user to understand sales pattern (least vs. highest) in various regions.
* Developed various reports using Tableau features like Parameters, Filters, Sets, Groups, Actions, etc. to present users with various scenarios of predictive analysis.
* Generated guided navigation links for Interactive dashboards in Tableau.
* Developed reports to analyze multiple measures using Blended Axes, and Dual Axes.
* Ensured on-time and on-budget performance of the assigned efforts to the mutual satisfaction of the business partners/ sponsors.
* Oversee the performance of Design to develop technical solutions from Analysis documents.
* Provided post implementation production support.

**Environment:** Tableau 9.x/8.x (Desktop/ Server), Alteryx, Teradata,Hadoop, Oracle, SQL Server, SSIS, VISIO, MS Office Suite ( Word, Excel, PowerPoint).

**US Bank, Richfield, MN Jan 2014 – May 2015**

**Sr. Data Analyst/ Sr. Tableau Developer**

U.S. Bank, the nation's fifth largest commercial bank that provides a comprehensive line of banking, investment, mortgage, trust and payment services and products to consumer, businesses, government entities and institutions.The project is to implement design/development analytical reports/dashboards for marketing teams by blending Adobe Marketing Cloud data with other data sources using Tableau.

**Responsibilities:**

* Oversee the performance of Design to develop technical solutions from Analysis documents.
* Gathered Business Requirements, Interacted with the Users, Project Manager and SMEs to get a better understanding of the Business Processes.
* Analyzed the source systems and created Business Requirement Document (BRD).
* Designed data marts to accommodate views/tables (AGG tables) with various calculated metrics from DW (Fact & Dimension) data to suffice source needs for Tableau reporting.
* Created Data Flow Diagrams (DFDs) to define flow of data through the system and to create overview of reporting database layers/ data marts.
* Extracted digital marketing data from Adobe Marketing Cloud in Tableau Data Extract (TDE) format by connecting to Adobe Site Catalyst for developing Business Intelligence dashboards.
* Analyze requirements to ingest data from various sources to database and Hadoop environment.
* Used Data Blending, Groups, combine Adobe Marketing Cloud data and other aggregated data, spotlight into compare and analyze data in different perspective.
* Created best visualizations reports as per the business requirements using Tableau desktop professional edition.
* Designed and developed Tableau visualization solutions by connecting to Google Analytics, Oracle and SQL databases.
* Developed custom SQL connections and calculated fields within Tableau to facilitate automated production of data visualizations.
* Used JavaScript API to set and create filters, select and highlight elements in the view, and process the view to retrieve updated data.
* Enabled tableau Actions to drill down from Dashboard to worksheet.
* Involved in creation of users, groups, projects, workbooks and the appropriate permission sets for Tableau server logons and security checks.
* Designed and developed trend reports including forecast and trend lines.
* Configured incremental data refresh for the data sources.
* Develop, organize, manage and maintain graph, table, slide and document templates that will allow for efficient creation of reports.
* Mentored power users to blend Google Analytics data and Offline data.
* Background in installing and upgrading of Tableau server and server performance tuning for optimization.
* Responsible for authorizing the users based on their privileges.
* Involved in migration activities related to Tableau across the environments.
* Designed filters, power prompts, and complex financial calculations for various analytical reports.
* Implemented security in reports according to employee groups and roles according to the requirement and was involved in deployment process.
* Established, maintained and ensured adherence to application standards for data reporting.

**Environment**: Tableau 8.x(Desktop/Tableau server) , TabCMD , Alteryx, Google Analytics, SQL developer, SQL 2008, Oracle, , MS Access, Windows 2007 server, Java 1.5 platform , Microsoft office Suite (Office, Excel, PowerPoint)

**United Airlines Inc., Chicago, IL May 2012 – Dec 2013**

**Tableau Developer/ Data Analyst**

United Airlines Inc. is the world’s largest airline when measured by number of destinations served, and the second largest when measured by scheduled passenger-kilometers flown. The project is to work with marketing teams in the company to identify and solve business challenges utilizing large sets of Campaign Management data. Develop various analytical reports and dashboards to facilitate predictive modeling and to analyze data to draw conclusions using Tableau.

**Responsibilities**:

* Worked closely with the business users to identify various KPI’s and designed solutions to enhance business decision-making.
* Involved in System Analysis & Design of the Enterprise Data Visualization Architecture.
* Actively involved as part of a team for gathering and analyzing the needs of End User Requirement and System Specifications
* Developing and maintaining high level overview of the data flows using MS Visio
* Thoroughly analyzed the current Architecture, databases and designed schemas on campaign data, the tables/views of which are used as data sources for Tableau reporting
* Interacted with Business Analysts and Data Modelers and defined Mapping documents and Design process for various Sources and Targets.
* Involved in Extraction, Transforming and Loading (ETL) data flows to creating mappings/workflows to extract data from Flat File sources and load into DW environment.
* Developed and modified Business Intelligence analytical reports/ dashboards using Tableau Desktop.
* Created Executive Dashboard sourcing heterogeneous sources extracting huge records with decent performance.
* Used Tableau URL Actions to navigate from the main Dashboard to detail Reports.
* Worked extensively with Advance analysis Actions, Calculations, Parameters, Background images, Maps.
* Developed and published customized interactive reports and dashboards, report scheduling using Tableau server.
* Created action filters, parameters and calculated sets for preparing dashboards and worksheets in Tableau.
* Designed and Optimized Connections, Data Extracts, Schedules for Background Tasks and Data Refreshes for corporate Tableau Server.
* Extensively used advance chart visualizations in Tableau like Dual Axis, Box Plots, Bullet Graphs, Tree maps, Bubble Charts, Water Fall charts, funnel charts etc., to assist business users in solving complex problems.
* Utilized Tableau visual analytics and best practices like Dashboard structure, view orientation, Sizing and Layout, Data Emphasis, Highlighting, Color, Fonts, Tooltips, and performance improvement of complex dashboards/reports
* Defined best practices for Tableau report development.
* Created ad-hoc SQL queries for customer reports, executive management reports.

**Environment:** Tableau 8.x/7.x (Desktop/ Server) , Teradata, Teradata SQL Assistant, MS SQL Server, SQL, PL/SQL, SQL Developer, Control-M, MS Visio, MS Project, MS Office ( Word, excel, PowerPoint)

**Jewel Osco, Franklin Park, IL March 2011 – April 2012**

**Data Analyst/Tableau Developer**

Jewel Osco is a large multi-state holding company that operated several supermarket chains and other non-food retail chain stores located from coast to coast and had operated under several different brand names. The project is to implement and maintain Enterprise Data Warehouse environment to suffice various BI reporting needs.

**Responsibilities:**

* Acted as liaison between Business Intelligence and Business User groups to relay change requests.
* Conducted Requirement walk-through meetings with key stakeholders.
* Performed detailed requirement analysis and created data mapping documents
* Performed extensive GAP analysis in the project as there were numerous ‘As-Is’ and ‘To-Be’ conditions.
* Oversee the performance of Design to develop technical solutions from Analysis documents.
* Responsible for daily communications to management and internal organizations regarding status of all assigned projects and tasks.
* Actively participated in Business Intelligence standardization to create database layers with user friendly views in Teradata that can be used for development of various Tableau reports/ dashboards.
* Actively involved in testing new/upgraded features like new Visualizations, Forecasting, Data Blending, Parallelized Dashboard, Hyperlink Objects, Color-coded tabs etc. in Tableau 8 desktop/Server.
* Analyzed requirements for various reports, dashboards, scorecards and created proof of concept / prototype the same using Tableau desktop.
* Mentored business power users to create reports/dashboards using tableau desktop.
* Designed and developed various analytical reports from multiple data sources by blending data on a single worksheet in Tableau Desktop.
* Extensively used advance chart visualizations in Tableau like Dual Axis, Box Plots, Bullet Graphs, Tree maps, Bubble Charts, Water Fall charts, funnel charts etc., to assist business users in solving complex problems.
* Utilized advance features of Tableau software like to link data from different connections together on one dashboard and to filter data in multiple views at once.
* Created Prompts, customized Calculations, Conditions and Filter (Local, Global), Parameters, Groups and sets for various analytical reports and dashboards.
* Create and modify Interactive Dashboards and Creating guided navigation links within Interactive Dashboards.
* Extensively used analytical features in Tableau like Statistical functions and calculations, trend lines, forecasting etc. in many tableau reports.
* Publish the developed dashboard, reports on the Tableau Server so that the end users having access to the server can view the data.
* Scheduled frequency and time to refresh data for the when sources are publishes or extracted to server.
* Design and development of various reports and dashboards that can be easily accessible through Tableau App in iPads, iPhones, and other smart mobile phones.
* Built complex SQL queries to validate ETL/Reporting code in Teradata and Oracle.
* Monitoring the project during Development phase and involved in User acceptance testing (UAT) once the change requests are released from system testing.
* Developed test cases and test plans for unit and system tests for new or modified programs and job streams.
* Involved and guided/mentored other team members in their problem solving efforts.

**Environment:**Tableau 8.x/7.x (Desktop/Server) , Teradata 12/13, Oracle 10g/11g, Informatica 8/9, Power Designer, TOAD, MicroStrategy 8/9, Autosys, UNIX, MS VISIO, MS Office.

**The Hartford Mutual Insurance, BelAir, MD Jan 2010 – Feb 2011**

**Data Analyst /Business Systems Analyst**

Harford Mutual provides a variety of commercial property/casualty insurance products to individuals and businesses in a handful of Mid-Atlantic States. The company's products include automobile, general liability, inland marine, and workers' compensation insurance, as well as multiline commercial and umbrella coverage. The project is to merge the daily customer usage data from multiple firms' databases into one output database and generate customer content usage report. 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 (CRM) team.

**Responsibilities**:

* Worked with end users to gain an understanding of information and core data concepts behind their business.
* Assisted in defining business requirements for the IT team and created BRD and functional specifications documents along with mapping documents to assist the developers in their coding.
* Analysis of functional and non-functional categorized data elements for data profiling and mapping from source to target data environment. Developed working documents to support findings and assign specific tasks
* Worked on claims data and extracted data from various sources such as flat files, Oracle and Mainframes.
* Worked with data investigation, discovery and mapping tools to scan every single data record from many sources.
* Performed data analysis and data profiling using complex SQL on various sources systems including Oracle and Teradata.
* Extensively used Informatica Power Designer to pull the data from various data bases and integrate the data.
* Design, Create and Monitor workflows using workflow designer and workflow monitor.
* Performed data management projects and fulfilling ad-hoc requests according to user specifications by utilizing data management software programs and tools like Perl, Toad, MS Access, Excel and SQL
* Written SQL scripts to test the mappings and developed Traceability Matrix of Business Requirements mapped to Test Scripts to ensure any Change Control in requirements leads to test case update.
* Involved in extensive data validation by writing several complex SQL queries and Involved in back-end testing and worked with data quality issues.
* Identify & record defects with required information for issue to be reproduced by development team.

**Environment:** Teradata, Oracle, PL/SQL, SQL Server 2008, MS SQL, Informatica, MicroStrategy, Erwin,

DB2, HP Open View, Lotus Notes, Windows XP, MS Office Suite (Word, Excel, PowerPoint).

**Prosares Solutions Pvt. Ltd., Mumbai, India May2007 – Dec 2009**

**SQL BI Analyst / Developer**

Prosares delivers business solutions using Microsoft products and technologies, such as Office SharePoint Server MS SQL Server, SSRS, SSAS, SSIS. Based at Mumbai (India), it helps businesses leverage their investment on these technologies through its specialized practices focused around each technology domain. The project is to design and build Inventory Control System; the inventory system provides information such as products available, quantity on hand, vendor information and vendor evaluation 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
* Created SSIS packages to load data from Oracle to Sql Server using various transformations in SSIS
* Worked on the Reports module of the project as a developer on MS SQL Server 2005 (using SSRS, T-SQL, scripts, stored procedures and views)
* Worked on the Reports module of the project as a developer on MS SQL Server 2005 (using SSRS, T-SQL, scripts, stored procedures and views)
* Identified the dimension, fact tables and designed the data warehouse using star schema
* SSAS storage and partitions, and Aggregations, calculation of queries with MDX, Data Mining Models, developing reports using MDX and SQL
* Created reports from OLAP, sub reports, bar charts and matrix reports using SSRS
* Created report snapshots to improve the performance of SSRS
* Migrated database from SQL server 2000 to SQL server 2005 using utilities i.e. exp/imp and attach/detach for SQL servers 2005 futures

**Environment:** Windows XP/2000 Advance Server, SQL Server 2000/2005, SSIS, SSRS, Crystal Reports, Web Intelligence, InfoView, MS Excel, MS Word, MS PowerPoint, Windows 2000/2003.