

# AAG

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## Professional Summary

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Having around 16+ Years of professional experience in Business Intelligence and Data Technology in Development, Enhancement, Support and Implementation process. Proficient in prioritizing and completing tasks in a timely manner, yet flexible to multitask when necessary. Customer focused with diverse industry experience including Fintech, Pharmaceuticals, Insurance and Retail.

## Roles and Merits

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- Developed Tableau and Power BI reports and dashboards.
- Set up BI servers and integrated data tools.
- Spearheaded Informatica v9 & v10 implementations.
- Orchestrated ELT using Azure Data Factory.
- Optimized database queries and addressed product instrumentation gaps.
- Established and maintained ETL infrastructure on AWS and other platforms.
- Implemented CI/CD via Bitbucket, Jenkins, Perforce, and Nolio.
- Automated data archiving and retention strategies.
- Conducted timely platform, application, and database upgrades.
- Built and integrated data platforms enterprise-wide.
- Fortified data through standardization, classification, and TLS 1.2 encryption in Oracle.
- Administered Data Flux and Active Batch V8 systems.
- Crafted shell scripts for enhanced post-session processing.
- Resolved data bottlenecks and enhanced session pipeline performance.
- Partnered with cross-functional teams to tackle Informatica challenges and streamline processes.

## Skill Summary

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#SQL #Oracle #Snowflake #Tableau #PowerBI #CRM Analytics #ETL #DataVisualization  
#DataAnalytics #DataQuality #Command Center #Infrastructure Administration #System Administration  
#Operations #Informatica #AWS #AzureDataFactory #SQL Server #Hive #DataOperations  
#DataSRE #OrchestrationTools #CICD #Python #RwithBI #Performance Engineering

## Tools Summery

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- ETL Tool : Informatica 10.x, 9.x, 8.x, 7.1
- BI Tool : Power BI, Tableau 10, BOXIR2, Crystal Reports XI, Cognos 10
- Database : Oracle, MS SQL Server, Tera Data, Snowflake, Hive-HDFS
- Servers : Windows NT/2000, Unix, AIX
- Serverless : AWS, Azure
- Language : Python, SQL,
- Scheduling Tool : Active Batch V8 and V7, Autosys, WLM, UC4 and Control M
- Tools & Utilities: Putty, Toad and Secure CRT.

## Certification and Training Summary

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- Certified in Snowflake Datawarehouse and Cognos8.
- Trained in security standards for all clients.
- Administered Cassandra and Tableau servers.
- Proficient with Power BI and Informatica MDM, including migrations.
- Experienced in Dataflux cleansing and Crystal Reports.
- Skilled with BMC scheduling tools, including Control M and Autosys.
- Managed Active Batch Scheduler.
- Familiar with HPOV and ServiceNow ticketing systems.

## Academic Summary

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Bachelor of Engineering

## Key Accomplishments

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- Migrated M&A data to Snowflake data lake and documented the process.
- Recognized for information security and KYC in Payment transactions.
- Applauded for contributions across PayPal teams, including Settlement and Chargeback.
- Led ETL integrations compliant with enterprise standards.
- Transitioned platforms from AIX to Solaris efficiently.
- Upgraded Informatica versions and repositories.
- Standardized processes with Olympus release tool integration.
- Automated data archival and addressed dashboard data quality issues.
- Implemented TLS 1.2 across Oracle DB servers and extended to ETL/BI tools.
- Championed advanced data encryption techniques.
- Optimized runtimes by identifying operational bottlenecks.
- Collaborated for server setups during Informatica's version upgrade.

## Detailed Project Summary (in reverse chronological order)

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### #1 Business Insights – Power BI Enablement from Salesforce

Client: CNH industrial, IA, USA

Role: Lead BI Analyst

Tools and Skillset: Power BI, SQL Server, Salesforce, Tableau CRM, Python

CNH Industrial N.V.: An Italian-American multinational headquartered in Amsterdam with a significant presence in London. Specializes in the design and production of agricultural machinery and construction equipment, marketing products globally across renowned brands in two primary segments: agriculture and construction.

#### Key Achievements:

- Utilized Python to dissect sales and lease data, drawing insights based on states, counties, and temporal patterns such as year quarters and months.
- Through advanced analytics, projected potential buyer lists for upcoming months and quarters, enhancing proactive sales strategies.

- Systematically integrated datasets into SQL Server, preserving data integrity and ensuring seamless access.
- Crafted insightful Power BI dashboards, visualizing nuanced sales and lease trends with geographical and chronological breakdowns.
- Championed the holistic data pipeline, from initial Python-based processing to final visualization in Power BI, forming the backbone for organizational decision-making.

## **#2 Salesforce – Enablement CRM Analytics Migration**

Client: Salesforce, CA, USA

Role: Lead Tableau CRM Data Analyst

Tools and Skillset: Tableau CRM, Salesforce internal tools

Salesforce Enables end to end process on each step of global products, this project deals on step to enable the CRM in early stage of business. When a sales team member gathers details and documents their client and enters emails and clock calls and updates information on one complete cycle. This Enablement Dashboard helps drive the business outcomes to reach exercise completion, milestone achieved completion status on both program and exercise.

### **Key Achievements:**

- Analyzed Salesforce datasets, subsequently developing a Data API to enhance data control.
- Established an analytic platform tailored to streamline data management and interpretation.
- Scheduled and crafted ETL flows, optimizing the dataset recipe process.
- Developed a comprehensive application dedicated to individual "Enablement" dashboards.
- Designed dashboards with cutting-edge features, ensuring they are stored in a code-based, shared repository.
- Instituted robust data security measures, tailored according to job-level hierarchies.

## **#3 Salesforce – Trailhead Analytics Data Platform**

Client: Salesforce, CA, USA

Role: Lead Tableau Data Analyst/Data Controller/ Infrastructure Engineering

Tools and Skillset: Tableau, CRMA, Google Analytics, Python, Snowflake, AWS

Trailhead is a gamification future of learning salesforce. This analytics platform provided information and potential insight about the trailblazers who are part of the learning method on the Salesforce eco system. This initiative is part of a Data 360 process in Salesforce, Entire process provides growth and expansion about partners, clients, users, credential holders in various footprints using data integration method.

### **Key Achievements:**

- Data Governance process and enable Critical Data Inventory based on PII.
- Trained ML model to automate data filed identification for merger onboarding data objects
- Developed data pipeline for Salesforce Cloud source to store in multi-tenant Snowflake data lake.
- Migrate to Tableau Dashboard from CRMA Dashboard.
- Data source identification and analyzed different upstream data by utilizing Pandas, Numpy, Matplot/Seaboarn, SQL Alchemy packages and documented.

## **#4 PayCom – Employee engagement**

Client: TDS, Orlando, FL, USA

Role: Sr. Data Engineer/Developer-Solution Engineering

Tools and Skillset: Microsoft Azure - Data Factory, Azure tools, SQL DB, Logic apps, python

Enterprise cloud enablement initiative for Transaction Data Systems that migrates business applications and database to the cloud from on-premises. PayCom is third-party application which will manage the end-to-end HRMS. The data from this application is used to enable onboarding of the employee that includes access provisions, ID management, entitlements and would be maintained till the employee is off-boarded. Microsoft Azure Data Factory and Logic app are leveraged for all events and data capture operation using data pipeline method.

#### **Key Achievements:**

- Solution engineering – Gap analysis and design of detailed architecture and pipeline automation
- Designed and Developed end to end engineering solution for data feed, reduced the complexity and automated to synchronize application data with premise AD.
- Implemented reusable ADF component as device to resolve data quality and duplicate issues.
- Support to investigate enterprise legacy data warehouse performance issues ensuring SLA compliance
- Created ETL Data factory pipeline and automated with watchdog.
- Integration with logic apps for source data availability
- Automated data validation and data integrity using simple haslib to generate daily load report.

#### **#5 AutomateNext – Client Implementation process re-engineering and Automation**

Client: FIS, CA, USA

Role: Technologist Engineer – Architecture & Integration

Tools and Skillset: Microsoft Azure Data Lake, Miro Whiteboard, MS Vizio, Postman, MOVEit, Decision workflow automation.

Large scale process transformation program, focusing on process rationalization, modernization through automation of requirements intake, client implementation process workflow, application configurations to shorten the client implementation cycle. This results in quick time to market, servicing significant increase in demand YoY on product installations and implementations. Extensive use of Decisions.com based smart forms for intake automation, Generation of automated configurations using the captured data and mitigating manual tasks on translating client requirements to application configurations.

#### **Key Achievements:**

- Played a key role in end-to-end implementation of decisions.com framework to be used by Client implementation teams, resulting in \$350K projected savings on a 5-year period
- Designed integration with Corporate Data Platform/ Data Lake through REST APIs
- MFT integration with IAM, Service now and Project View Plan view
- Designed and involved with cross functional team for integration of various workflow automation.

#### **#6 CSAP – Customer Success Analytics Platform**

Client: PayPal, San Jose, CA, USA

Role: Visualization Analyst/ Product Analytics Engr/Technical Business Analyst

Tools and Skillset: Tableau, Power BI, Kibana, PayPal Analytics Platform, notebook, Teradata, Apache Spark, Spark SQL, PySpark

Implementation of Customer Success Platform which is a Salesforce Implementation for CRM with Cloud capabilities- replacing incumbent inhouse tools, bringing in state-of-the-art business analytics capabilities in multiple areas of customer engagement. Creation and tracking of Process and People efficiency metrics resulting in valuable insights for customer management, this helps understand customer journey, satisfaction and understanding need of each transaction life cycle.

## Key Achievements:

- Building business critical product behavioral insights through Tableau reports and dashboards
- Created actionable Insights, using Kibana on Kafka stream for operational insight.
- Provided dashboard on product behavior, agent performance to resolve customer needs and funnel of transaction journey to site lead.
- Built end to end infrastructure with Cross functional team help
- Requirement analysis and sprint finalization prioritizing task with PO.
- Collaborated with sourcing team to get the data loaded into analytical data platform.
- Once the data load completed, verified and initiated to next phase.
- Created analytical data model and load using python routine and rendered report on it.

## #7 Online Data Platform – nCino and Informatica MDM

Client: Silicon Valley Bank Financial Group

Role: ETL Engineering consultant

Tools and Skillset: Informatica Cloud, CI/CD Pipelines, Perforce, AWS Redshift, Redwood

Enterprise-wide Data Lake creation for customer, account, credit data for Commercial banking and implementing the new platform and end to end data load for EDS using different methodology and pipe lines

## Key Achievements:

- ETL data load for all business objects in Commercial banking domain
- DevOps Jenkins CI/CD pipeline creation for code and script deployment
- DevOps Perforce CI/CD implementation for Informatica ICS objects
- Git bash implementation for source code management
- Part of migration of existing pipelines with IDMC Pipelines
- Complete migration of On Premise to AWS Cloud for EDW

## #8 VBS – CTA Reporting

Client : Visa Inc., CA, USA

Role : Engineering coordinator/Report developer/Admin

Tool : Tableau 2018, Power BI, Hue for Big Data Hive, AQT, DB2

Operating system : Linux, Windows 10

## Description:

Visa Business Solution – Corporate Travel Accounts Reporting is an initiative Visa Business Team to categories the corporate Visa cards and its utilizations across travel. It is categorized in to various parts like mode of travel, stay, car rentals. Also, it requires to provide matched vs unmatched dashboard for the corporate users for only Europe and North American users.

Initial categories for reports are further classified in to three sub categories like core report, extended reports and Flexible reports. Dashboards of NA users and EU users will be sending to the users based on billing cycle and offset date. These dashboards are containing passenger's itinerary and leg specific information based on company, issuer ID and regional information

## Contribution:

- Involved in initial analyze and requirement and design phase.
- Involved in detailed data analysis and documented to the team members.

- Involved implementing industrial standards in to the process.
- Involved in report developments based on the requirements.
- Worked between cross functional team to setting up environments.
- Involved and created summary dashboards as part of the visualization.
- Involved in publishing reports and maintained version histories
- Setting up the permissions for individual users as site administrator.
- Worked on report performance improvement techniques.
- Writing up hive queries and built data extracts.
- Involved in building the data model to improve the performance of reports
- Involved in data management and modeling

## #9 People Data Warehouse/ HR-Analytics

Client : PayPal, San Jose, CA, USA  
 Role : Business System Analyst in HR Analytics  
 Tool : Informatica 9.x, 10.x, IDQ 10 x, Oracle12c, Teradata, Tableau  
 Operating system : Windows 7, 2003 Server, XP, Unix

### Description:

The People Data Warehouse (PDW) is a strategic initiative by the People BI team at PayPal Inc. to establish a unified source of truth for all employee data. Drawing from various feeds across multiple applications, the primary roles of PDW encompass workforce planning & optimization and People Analytics & BI. With BI – Operations consistently uploading snapshot data daily, the framework, grounded in Agile methodology, facilitates comprehensive workforce analysis. This includes assessing total hours worked, gauging employee productivity, and determining cost-effective approaches for workforce engagement.

### Contribution:

- Collaborated with application teams to acquire necessary data, analyzing source files for correct PDW table loading.
- Engaged with Workday and Web Methods teams for source data processing and provided guidance, allocating tasks based on priority to team members.
- Implemented TLS 1.2 in ETL/BI servers for DIT Oracle connections, coordinating closely with the DBA team for required DML changes.
- Communicated key issues and projections to Senior Leadership and stakeholders, and implemented a rule-based data quality process for trend analysis and resource requirements.
- Developed report analyses for the SLT, enhancing the hiring process's quality and efficiency.
- Established a communication matrix for outages, upgrades, and SLA impacts, while streamlining both developmental and operational processes.
- Engaged appropriate experts timely for resolving production issues, ensuring the alignment of technical solutions with business requirements.
- Gathered requirements, formulated user stories, and delegated them to relevant team members for execution.
- Partnered with cross-functional teams for timely project implementations, including the Denver Data Center move, ensuring connectivity and data preservation.
- Standardized and automated the release engineering process, incorporating Olympus for deployment in restricted environments and maintaining backup in GitHub.

## #10 Site ETL Management/EDW operation Market places from Data Center

Client : PayPal, San Jose, CA, USA  
 Role : Site reliability engineer  
 Tool : Informatica 9.5.1, Cognos, Oracle12c, 11.x, 10g.x Teradata  
 Operating system : Windows 7, 2003 Server, XP, Sun Solaris, Unix

## Description:

PayPal is an eBay, Inc. PayPal is the leading international e-commerce business that allows payments and money transfers to be made through the Internet all around the globe. This project is to provide exhaustive support to PayPal's several high critical LOBs such as Merchant Reporting, FINOPS and several other external clients' settlement applications by actively monitoring and administering the ETL infrastructure which is considered to be one of the world's largest Informatica Grid with currently 24 worker nodes available for load balancing the several thousand ETL jobs that run 24x7

## Contribution:

- Led the team by allocating priority-based issues and offering complete guidance.
- Loaded data into the OIS Database from various ADG replicates and managed daily updates to EDW system's OIS Tables/files.
- Collaborated with cross-functional teams to address outages, software upgrades, and PCI patching requirements.
- Upheld enterprise standards, managing Informatica objects and implementing software hot fixes.
- Navigated high volume data periods, ensuring SLA attainment for PayPal, while communicating issue impacts to leadership and end-users.
- Played an instrumental role in maintenance: driving bridges during outages, drafting clear runbooks, and approving planned maintenance based on business criticality.
- Resolved numerous high-priority issues (P0 and P1) by engaging with cross-functional teams and addressing legacy system challenges with product development teams.
- Migrated enterprise scheduler from UC4 to Control-M and provided administrative support for enterprise tools like Tumbleweed, File Delivery, and Network Data Mover systems.
- Extended platform support across ETL, Settlement, Risk, Compliance, and middle-level site hosts, including tools like Drop Zone, Dropbox, and Cognos servers.
- Facilitated SOX audit compliance, supported settlement jobs (Bank and Credit Card), and managed Kafka monitoring for the CDH service administration process.

## #11 Data Factory and Master Data Management.

Client	: IQVIA/Quintiles, Durham, NC
Role	: ETL Administrator /ETL implementer/Informatica-DBA.
Tool	: Informatica 9.0.1, Dataflux, Data Processor, Oracle 11g
Operating system	: Windows 2003 Server, XP, Sun Solaris, Unix

## Description:

Established over 30 years ago, Quintiles Transnational began its journey in the realm of drug research consulting as early as 1974. Formally incorporated as Quintiles Inc. in 1982, this pioneering company evolved into a fully integrated biopharmaceutical Services Company. Its core mission revolves around steering clinical trials to fruition, aiming to bring forth innovative solutions. Quintiles plays a pivotal role in introducing new drugs and treatments, thereby offering cures for some of the world's most challenging and prevalent diseases. Demonstrating its success and significant footprint in the industry, the company boasts an impressive annual revenue of \$3.0 billion. Furthermore, Quintiles proudly employs a diverse workforce of approximately 20,000 professionals, spread across numerous countries, dedicated to its cause

## Contribution:

- Working as a ETL Admin for various ETL tools.
- Providing support and maintenance for the client system.
- Manage users/groups and repository security in Informatica
- Troubleshoot tool related problems and tuned for performance
- Implemented Informatica 8.x, 9.x client/server on Windows/UNIX platforms
- Installed Informatica patch on Windows/UNIX platforms

- Performed server maintenance activities and backup.
- Deployment done on different environments.
- Experience in Applying Informatica Latest Hot fixes/Patches.
- Worked on multiple EBF with RedHat based on Informatica patches.
- Experienced in Testing, Debugging, Validation and Performance Tuning of ETL Architecture, help to develop optimum solutions for Informatica deliverables and Table portioning in DB level
- Responsible for investigation, characterization, and communication of build and release problems; implementing corrective and preventive actions. Resolved the issues Action Required Tickets on Priority basis.
- Experience in Create, backup, restore for Informatica Repositories.
- Monitors and tunes ETL repository and system for performance improvements.
- Write Repository Queries in support of developments and Production statistics
- Monitoring the Jobs and server space availability and CPU Process.
- Involved on improving performance of tables based on its usage.
- Worked on multiple scheduling on ETL, Dataflux jobs and MViews using enterprise scheduler Active Batch.

## #12 Data integration ETL

Client : RHI PBM, WellPoint Pharmacy  
 Role : ETL Consultant  
 Tool : Informatica 8.6, Oracle 10g, Tera Data 7.8.1  
 Operating system : Windows XP, AIX

### Description:

RHI - PBM Data integration project is a collaboration process; it is a kind of activity geared towards improving the overall profitability of different client systems by identifying common activities between the two companies. The process which is involved here is purely leveraging activity of one client system that can use by other system, to improve the overall efficiency of the entire system.

### Contribution:

- Providing support and maintenance for the client system.
- Involved in deployment of integration services.
- Generated report for abended workflow and event waits.
- Involved in enhancement, testing and bug fixing.
- Updating the status of the successive workflow jobs.
- Created and involved in testing of unit test case as per the modification
- Involved in creation and modification in Turnover document after go live.
- Involved in verification and test run after new test server implementation.
- Involved in Informatica firewall related issue resolving for domain connectivity.
- Analyzed SQL statements using EXPLAIN PLAN to improve the performance.
- Implementing the stored procedures to improve performance of the workflow.
- Involved in creation of shell script to improve the overall efficiency.

## #14 Business Data Analysis

Client : Mc Rae Industries Inc. Gilead, NC.  
 Role : ETL Developer, Report Developed,  
 Tool : Informatica 8.1, Oracle 10g, Cognos 8  
 Operating system : Windows XP, Unix



## Description:

The project for McRae Industries warehouse, it is one of the leading retailers of footwears and hose hold appliances in North Carolina State. The client's IT department planned for a business intelligence initiative to enable speedier, accurate and reliable decision-making. The primary objectives were Implementation of a data warehouse with a common business model. A common model that could be propagated as a standard an integrated and intuitive reporting and analysis platform.

## Contribution:

- Involved in leading the team in phase 2 for development in ETL in complex mapping.
- Involved in dynamic parameter file generation.
- Involved Report generation using Cognos.
- Developed various type 2 mappings to track the history of records.
- Created the reusable transformations to increase productivity.
- Involved in performance turning of mapping.
- Developed mapplets for audit tracking functionality
- Created various user defined functions to simplify the coding logics
- Involved in preparation of detailed unit test cases
- Involved in system testing

## Batch Summery

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