**SHOBHA R**

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**SUMMARY**

**Senior Developer** with extensive experience in designing and implementing high-performance scalable data solutions across diverse industries, including retail, healthcare, and financial. I possess a unique blend of business acumen and technical expertise, having led data profiling, data modeling, and source-target mapping initiatives on platforms like Snowflake and SQL.

* **Epic Clarity/Caboodle** : Expert in Epic Clarity Report Writing, SQL programming, Crystal Reports, Slicer Dicer and Cogito **Cogito Administration**, minor and major Epic Cogito upgrades. Design, Build, Test, and deploy the Epic caboodle custom data model Components. Cogito DMC configurations and maintenance for Slicer
* Participated in design meetings to create and refine data models, providing guidance on best data architecture practices. Implemented performance tuning strategies and designed batch cycle procedures, optimizing SQL queries using **SnowSQL**.
* Business Intelligence & Reporting: Developed and optimized views and dashboards in Snowflake and PowerBI, delivering actionable insights and comprehensive data visualization for end-users. Managed end-to-end reporting solutions from data selection to dashboard development.
* Skilled in developing ETL pipelines and automating data loads with AWS Lambda and Python, optimizing data integration and transformation processes.
* Skilled **in TriZetto QNXT, SQL Server, ETL (SSIS/ Informatica**), and reporting/visualization tools (Power BI, Tableau, SSRS). Strong expertise in healthcare claims, membership, and provider data with proven ability to deliver insights that improve decision-making, compliance, and operational efficiency.
* Snowflake & AWS Expertise: With experience designing CSV and JSON based models and building retail customer-centric, patient-centric data platforms for batch and close to live data, I supported advanced analytics on patient health outcomes and retail campaign performance, helping to shape decision-making processes at the executive level. Actively involved in the development, improvement, and maintenance of Snowflake database applications, adhering to best practices.
* **Comprehensive Data Governance & Quality Assurance**: Adept at implementing robust data governance frameworks within Snowflake, including data lineage tracking, quality checks, and classification. Led initiatives to address data quality issues, ensuring accurate, reliable, and compliant data processing in alignment with organizational policies and regulatory requirements.

**CERTIFCATIONS**

 Caboodle Data Model Certification

 Caboodle Data Model

 Clarity Data Model Certification

 Clinical Data Model

 Slicer Dicer

**Professional Experience**

**Advent Health -Patient Care Jun’2018– To-date**

* Experienced in Reporting Tools, Cogito tools such as Record Viewer, Chronicles Text, Clarity Compass
* Involved in designing, developing, and deploying reports in MS SQL Server environment in designing and loading the

data from Clarity to Caboodle. Loaded data and exported heterogeneous data from OLE DB Source (Oracle), Excel Spreadsheet to SQL Server. Deployed SSIS packages, Cube, Power BI Desktop Reports

* Collaborated with source system development teams to conduct ETL modifications in response to large scale or complex source system (i.e., Epic) modifications, upgrades, patches, etc
* Created components, tools, techniques, methods and procedures used in an on On-Line Analytical Processing (OLAP) environment for accessing and translating data into understandable and usable business information using SSAS-
* Extensively used EPIC Data cube /Dashboards/SlicerDicer in generating reports for Appointments, HB, PB, Denials, Census.Design and development of Tableau data sources and dashboards and visualization using different types of charts.
* Lead the Tableau workbooks and data source release management to deploy from Dev to UAT to Prod environment.
* Experience in building Data Integration and Workflow Solutions and Extract, Transform, and Load (ETL) solutions for data warehousing using SQL Server Integration Services (SSIS).
* Provided ongoing support for key Epic modules and tools including:**Caboodle,Clarity**,**Epic- Bridges**,**Reporting Workbench** Revenue- Professional Billing Reports, Radar Metrics, SlicerDicer
* Partnered with research/quality to generate de-identified SlicerDicer exports under Honest Broker workflows; ensured HIPAA Safe Harbor/ LDS rules and IRB alignment.
* Validated Slicer Dicer results against Clarity/Caboodle SQL extracts; established ±[X]% tolerance and a monthly audit, boosting stakeholder trust.
* Built and Modified the Slicer Dicer Model(FDM,FDS recors ) as per needs
* Crystal Reports development with Formulas, Cross tabs, Command Objects, SQL Expressions Technical ability in developing SQL queries, subqueries, CTEs, Views
* Provided SQL Performance optimization for Caboodle ETL, OLAP SlicerDicer reporting clients in SQL Server and Oracle by analyzing the Execution plan, Statistics to find bottle neck in IO/Memory/Sort/Index scans, fixing recursive hash joins
* Analyzed data flow pipelines through the various Epic systems viz Health connects, Clarity, Caboodle and Slicer Dicer for implementing various custom business requirements and created new data flows

**Germantown Technologies - Healthcare Partner Jun’2016 – May’2018**

**Senior Data Modeler -Epic Cogito BI**

* Developed and maintained reports across modules including Orders, Procedures, Appointments, Hospital Billing(HB), Professional Billing (PB), Ambulatory, and RevCycle.
* Deep knowledge in Ambulatory Reporting, Professional Billing (PB), Reporting (charges, coverage), and Cadence Reporting (new appointments, clinic cancellations).
* Collaborated with business teams to understand healthcare concepts such as patient appointments, claims processing, and medical condition tracking.
* Developed custom data models to track and analyze patient performance, comparing outcomes from mobile app users versus traditional patients.
* Conducted targeted campaign analysis for healthcare conditions like migraine management and postpartum depression, comparing patient outcomes across different treatment strategies.
* Created complex SQL queries to facilitate the integration of healthcare data from multiple sources, enhancing data accessibility and performance.
* Led data validation efforts for patient care campaigns, providing actionable insights for improving patient engagement and satisfaction.
* Worked closely with healthcare professionals to document the impact of targeted campaigns on patient improvements and cost reductions.
* Integrated Snowflake data models with external data sources, ensuring a comprehensive view of patient interactions

and healthcare outcomes.

* Designed ETL pipelines using **SSIS** and loaded data from Clarity/flat files to Caboodle.
* Integrated heterogeneous data sources (Oracle, Excel, OLE DB) into SQL Server environments.
* Collaborated with Epic and source system teams on large-scale upgrades and ETL modifications.
* Implemented workflow and data integration solutions using **Informatica**, **Snowflake**, and **Alteryx**.Developed and deployed **SSAS** OLAP cubes and custom reporting cubes for Epic data.
* Created and optimized OLAP components for business users to access high-performance analytics.
* Provided SQL performance tuning for Caboodle ETL and OLAP reporting by analyzing execution plans and resolving bottlenecks.
* Built and managed Tableau dashboards, including Allergy Medication Index, Avoidable Hospitalization Days, and Patient Metrics.
* Collaborated with these partner organizations to customize data models according to their specific needs, providing them with key insights into patient care outcomes, billing accuracy, and healthcare campaign effectiveness.
* Ensured compliance with healthcare data regulations, maintaining high standards for patient data privacy and security within Snowflake environments.

**Entrust Data Card – Financial Mar’2014 – May’2016**

**Data Modeler-BI consultant**

* Served as primary data modeler for Entrust Data Card, developing integral frameworks to enrich data analytics capabilities.
* Tasked with the optimization of data management processes, reducing inaccuracies and increasing efficiency.
* Participated in knowledge transfer sessions to refine data management practices across the department.
* Designed and developed comprehensive data models in Snowflake to support customer data analytics and financial performance metrics.
* Conducted extensive data profiling to identify critical data attributes and ensure accuracy in source-target mappings.
* Collaborated with business stakeholders to understand key banking transactions, such as loan applications, credit card transactions, and online banking interactions.
* Built source-target mappings to accurately populate custom-built data models focused on customer behavior and retention.
* Spearheaded data governance policies to maintain high standards of data quality and compliance with regulatory requirements.
* Developed a data model to track customer engagement with banking services through mobile apps and web platforms, identifying patterns in service usage.
* Implemented targeted data campaigns for improving financial literacy, tracking the performance and retention of clients who engaged with educational resources.
* Analyzed campaign metrics, such as client churn rates and engagement levels, providing actionable insights to enhance client experience.
* Created performance dashboards to monitor key metrics, such as customer acquisition costs and lifetime value.
* Designed and executed performance validation tests on banking marketing campaigns, improving efficiency in targeted outreach.
* Managed cross-functional teams, aligning data model designs with business goals to improve client-centric services.
* Created data models that supported risk analysis and fraud detection, enhancing security measures within banking systems.
* Improved operational efficiency by designing scalable data models capable of handling high transaction volumes and complex financial datasets.
* Developed strategies for data retention and archiving, ensuring compliance with banking data regulations.

**Pfizer Jul’2011 – Jan’2014**

**SR QNXT BI Developer**

**Responsibilities:**

* Integrated external provider and pharmacy data with QNXT using SQL Server & SSIS.
* Built utilization and financial performance dashboards in Tableau/Power BI for executives.
* Ensured HIPAA compliance and safeguarded PHI while working with healthcare data.
* Designed and developed BI solutions leveraging QNXT data models (Claims, Encounters, Membership, Provider) for operational and compliance reporting.
* Built ETL pipelines using SSIS/Informatica to extract QNXT data and load into enterprise data warehouse (EDW).
* Created Power BI dashboards and SSRS reports for claims accuracy, denial trends, and provider performance.
* Collaborated with business stakeholders, actuaries, and compliance teams to deliver ad-hoc QNXT data extracts and regulatory reporting.
* Tuned SQL queries and stored procedures to improve QNXT data retrieval performance by 30%.
* Led end-to-end ETL architecture, including requirements gathering, mapping documentation, workflow design, and migration strategies for legacy data feeds into the Data Warehouse (DW) environment.
* Built complex ETL procedures using Informatica PowerCenter, with a focus on data cleansing and transformation through IDQ (Informatica Data Quality).
* Developed robust ETL pipelines using Informatica Power Center and SSIS
* Built logging frameworks at both package and task levels to monitor row-level metrics.
* Extracted and transformed data from heterogeneous sources into SQL Server targets.
* Utilized CVS for version control and maintained detailed release documentation for deployments.