

## Sneha Veldurthi

Phone: +1(850)-764-6055, Email: [snehav0910@gmail.com](mailto:snehav0910@gmail.com)

---

### **Summary:**

- Over 7 years of total IT experience in the Analysis, Design, Modeling, Development, Implementation, and Testing of Data Warehouse applications and acquired excellent analytical, coordination, and interpersonal skills for leadership.
- A Data Warehouse Developer, Data modeler, Data Analyst with experience in all phases of Software development life cycle (SDLC) including System Analysis, Design, Data Modeling, Implementation and Support, and maintenance of various applications in both Online Transaction Processing (OLTP) and Online Analytical Processing (OLAP) systems.
- Excellent experience in analyzing huge volumes of data in industries such as Healthcare & Retail.
- Strong experience with Database performance tuning and optimization, query optimization, index tuning, caching, and buffer tuning.
- Expert in writing SQL queries and optimizing the queries in Oracle, SQL Server 2008, and Teradata.
- Performed data analysis and data profiling using complex SQL on various sources systems including Oracle and Teradata.
- Experienced working with Excel Pivot and VBA macros for various business scenarios.
- Strong experience in Data Analysis, Data Migration, Data Cleansing, Transformation, Integration, Data Import, and Data Export through the use of multiple ETL tools.
- PowerCenter Experience in testing and writing SQL and PL/SQL statements - Stored Procedures, Functions, Triggers, and packages.
- Extensive knowledge and experience in producing tables, reports, graphs, and listings using various procedures and handling large databases to perform complex data manipulations.
- Have good exposure to working in offshore/onsite models with the ability to understand and/or create functional requirements working with clients and have good experience in requirement analysis and generating test artifacts from requirements docs.
- Hands-on experience using query tools like TOAD, SQL Developer, PLSQL Developer, Teradata SQL Assistant, and Query man.
- Implemented optimization techniques for better performance on the ETL side and also on the database side.
- Generated ad-hoc reports in Excel Power Pivot and shared them using Power BI to the decision-makers for strategic planning.
- Utilized Power Query in Power BI to Pivot and Un-pivot the data model for data cleansing and data massaging.
- Implemented several DAX functions for various fact calculations for efficient data visualization in Power BI.
- Built dashboards using techniques for guided analytics, interactive dashboard design, and visual best practices.
- Involved in troubleshooting of performance issues that were associated with Tableau reports.
- Involved in administration tasks such as publishing workbooks, setting permissions, managing ownerships, providing access to the users, and adding them to the specific group and scheduled instances for reports in Tableau Server.
- Designing with expertise in documenting various requirement specifications, functional specifications, Test Plans, Source to Target mappings, SQL Joins.
- Strong experience in using Excel and MS Access to dump the data and analyze based on business needs.
- Extensive experience working with business users as well as senior management.
- An excellent team player & technically strong person who can work with business users, project managers, team leads, architects and peers, thus maintaining a healthy environment in the project.

## **EDUCATION:**

- Bachelors in Information Technology from Jawaharlal Nehru Technological University in 2014

## **TECHNICAL SKILLS:**

**Programming Languages:** C, C++, SQL

**BI Tools:** Tableau 2020.3, SAS/DI Studio, SAS/Web Report Studio

**Database:** SQL Server, Oracle, Teradata

**Operating Systems:** Windows, UNIX

## **PROFESSIONAL EXPERIENCE:**

**Client:** Kohl's, Milwaukee, WI

**Jan 2021 – Present**

**Role:** Data Analyst

### **Responsibilities:**

- Created and analyzed business requirements to compose functional and implementable technical data solutions.
- Identified integration impact, data flows, and data stewardship.
- Created new data constraints and or leveraged existing constraints for reuse.
- Created data dictionary, Data mapping for ETL and application support, DFD, ERD, mapping documents, metadata, DDL, and DML as required.
- Generated, wrote, and run SQL script to implement the DB changes including table update, addition or update of indexes, creation of views, and store procedures.
- Consolidated and updated various data models through reverse and forward engineering.
- Analyzed DB discrepancies and synchronized the Staging, Development, UAT, and Production DB environments with data models.
- Reviewed and revised data models for soundness of data structures and adherence to client standards.
- Worked as business requirements analysts with subject matter experts to identify and understand requirements.
- Documented the data requirements and system changes into detailed functional specifications.
- Took ownership of Source to Target Mapping and tracked and maintained changes.
- and Performed Extraction, Transformation, and Loading (ETL) using the Informatica power center.
- Designed implemented data profiling and data quality improvement solution to analyze, match, cleanse, and consolidate data before loading it into the data warehouse.
- Responsible for designing new FACT or Dimension Tables to existing Models.
- Implemented stored procedures, functions, views, triggers, packages in PL/SQL.
- Define the ETL mapping specification and Design the ETL process to source the data from sources and load it into DWH tables.
- Developed Mappings using Source Qualifier, Expression, Filter, Lookup, Sorter, Joiner transformations.
- Understand the Requirements and Functionality of the application from specifications.
- Designed, developed, tested, and maintained Tableau functional reports based on user requirements.
- Mastered the ability to design and deploy rich Graphic visualizations with Drill-Down and Drop-down menu option and Parameters using Tableau.
- Developed Tableau data visualization using Cross tabs, Heat maps, Box and Whisker charts, Scatter Plots, Geographic maps, Pie Charts and Bar Charts, and Density charts.
- Developed donut charts and implemented complex features in charts like creating bar charts in the tooltip.

- Worked extensively with Advance analysis Actions, Calculations, Parameters, Background images, Maps, Trend Lines, Statistics, and table calculations.

**Environment:** Windows, SQL Server 2014, Informatica power center, Microsoft Office, MS Visio, MS Project, Tableau 2019.1

**Client: Advantasure, Southfield MI**

**September 2019 – December 2020**

**Role: Business Intelligence Analyst**

**Responsibilities:**

- Used SAS and SQL coding to perform ETL operations from the Oracle database.
- Created SAS datasets, SAS Macros using Proc/data steps and SAS formats as required.
- Extensive use of SAS, SQL by handling complex joins and conditions.
- Used SQL Loader with SAS as an interface to load the tables into the Oracle database.
- Updating the tables in ORACLE with data every month.
- Involved in extensive DATA validation by writing several complex SQL queries and involved in back-end testing and worked with data quality issues.
- Created complex Stored Procedures, Tables, Views, and other T-SQL code and SQL joins.
- Acquired good domain knowledge on Medicare, member enrollment, provider, claims, risk, stars, and Hedis. Created knowledge documents and shared them through confluence. Good knowledge in health insurance Stars and Hedi's program. Knowledge in provider data, member enrollment, medical claims in MA of health insurance.
- Used procedures like PROC REPORT, PROC MEANS, PROC FREQ, and PROC CONTENTS to generate different reports and run metrics on different data sets.
- Developed efficient, well-documented, readily comprehensible, and modifiable SAS code using SAS/Base and SAS/ Macro facility.
- Developed Tableau workbooks from multiple data sources using Data Blending.
- Developed Tableau visualizations and dashboards using Tableau Desktop. Created action filters, parameters, and calculated sets for preparing dashboards and worksheets in Tableau.
- Building, publishing customized interactive reports and dashboards, report scheduling using Tableau server. Generated context filters and data source filters while handling a huge volume of data.
- Generated Automated Reports in PDF and EXCEL formats.
- Generated ad-hoc reports in Excel Power Pivot and shared them using Power BI to the decision-makers for strategic planning.
- Utilized Power Query in Power BI to Pivot and Un-pivot the data model for data cleansing and data massaging.
- Implemented several DAX functions for various fact calculations for efficient data visualization in Power BI.
- Utilized Power BI gateway to keep dashboards and reports up-to-date with on-premise data sources.

**Environment:** Windows, ENTERPRISE GUIDE 7.1, SQL Server 2014, Oracle10 11g, Microsoft Excel, Power BI, TOAD for ORACLE, SAS/SQL, SAS/MACROS, SAS/BASE, SAS/STAT, SAS/REPORT, SAS/Web Report Studio, UNIX, Ultra Edit, Microsoft Office, MS Visio, MS Project.

**Client: ValuePro, India**

**March 2015 – Jan 2019**

**Role: SQL Programmer/Data Analyst**

**Responsibilities:**

- Involved in complete Software Development Lifecycle (SDLC).
- Wrote complex SQL Queries, Stored Procedures, Triggers, Views & Indexes using DML, DDL commands, and user-defined functions to implement the business logic.
- Advised optimization of queries by looking at the execution plan for better tuning of the Database.

- Performed Normalization & De-normalization on existing tables for faster query results.
- Wrote T-SQL Queries and procedures to generate DML scripts that modified database objects dynamically based on inputs.
- Created SSIS package to import and export data from various CSV files, Flat files, Excel spreadsheets, and SQL Server.
- Designed and developed different types of reports like matrix, tabular, chart reports using SSRS.
- Involved in migration on SQL Server 2012 databases to SQL Server 2014.
- Maintained positive communication and working relationship with all business levels.
- Coordinating with onshore/offshore & stakeholder's team for task clarification, fixes, and review.
- Reviewed, analyzed, and implemented necessary changes in appropriate areas to enhance and improve existing systems.

**Environment:** Windows, SQL Server 2008, T- SQL, Microsoft Excel, Microsoft Office, MS Visio.

**Client:** Cipla Global Limited, India

**July 2014 to February 2015**

**Role:** Data Analyst

**Responsibilities:**

- Analyzed and evaluated requests for reports and developed, created, and modified procedures to extract data from various data sources and the corporate data warehouse using report writers and data extraction tools.
- Developed database objects like tables, views, stored procedures in SQL Server 2008.
- Writing Stored procedure, Functions, and Views.
- Optimized the performance of existing TSQL queries as per new business logic utilizing indexing strategies as well as restructuring the code per best practices.
- Involved in writing inline queries.
- Written SQL Queries using SQL in SQL SERVER 2008.
- Documentation of all the processes involved in maintaining the database for future reference.
- Involved in writing Test Cases for Manual Testing.
- Ensured that the reports are created and generated accurately promptly for review, analysis, and subsequent submission to the customers.
- Conducted project-based data analysis and ad hoc reporting.
- Involved in gathering the requirements from different groups to create the reports.

**Environment:** Windows, SQL Server 2008, T- SQL, Microsoft Excel, Microsoft Office, MS Visio.