

**VIJAYA BHASKAR MADATHALA**  
**BI DATA ANALYST | BUSINESS ANALYST | ETL DEVELOPER | DATA SCIENTIST**

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## EDUCATION

Masters in **Computer Information Systems**  
Colorado State University, Fort Collins, CO

**Expecting Graduation: May – 2016\***  
GPA: 3.38

## EXPERIENCE SUMMARY: 5 YEARS

*Internship, BI Developer, JBS USA, Greeley, CO, USA*

*Jun 2015 - Mar 2016*

*BI Analyst, Manthan Systems, Bangalore, India*

*Feb 2014 - Jan 2015*

*ETL Developer, Wipro Technologies, Johannesburg, SA*

*Mar 2013 - Jan 2014*

*BI Developer, Wipro Technologies, Bangalore, India*

*Oct 2010 - Feb 2013*

- Have been researching in academic course work on different visualizations (charts, interactive charts, maps, choropleths, cartograms, treemaps etc.) created from large complex datasets with new analytical tools and techniques using R, D3, Python and Tableau.
- About 5 years of proven professional experience in business analytics, reporting, ETL & BI Development and data visualization and During my experience I performed requirement gathering, business analysis, Data Analysis, Data Extraction, Data Validation, Data Collection, Data warehouse loading and BI Reporting.
- Strong understanding of data warehousing concepts, Database Design, OLAP, Normalization, Star schema and Snow Flake schema data models. And Implemented Cubes, BI Reporting, ETL components, Key Performance Indicators and dashboards for supporting business using various BI and ETL technologies.
- Proficient in defining Key Business Metrics, KPIs, modelling, dimensions, facts and hierarchies.
- Proficient in ETL processes such as creating Source/Target definitions, data cleansing, data extraction and data loading and perform transformations using ETL scripts in Data stage & SSIS.
- Proficient in visualization and reporting tools such as Tableau, OBIEE, SSRS & Qlikview to analyze large datasets, create visually compelling and actionable interactive and ad hoc Reports and dashboards.
- Extensive experience in Microsoft office tools such as MS Access Databases, MS Excel (Pivot Tables, lookups, charts, functions & aggregations), MS Word, MS PowerPoint and MS Visio.

## TECHNICAL SKILLS

**Programming Skills:** Java, R ,Python, Shell Scripting

**BI Reporting tools:** Oracle Business Intelligence Enterprise Edition (OBIEE), Qlikview, Microsoft Business Intelligence (SSRS & SSAS), Tableau , SAP Business Objects, Essbase

**ETL Tools:** Microsoft Business Intelligence (SSIS) , IBM Infosphere Data Stage, SAP Business Warehouse (BW), SAP Data Services (BODS)

**Designing Languages:** HTML, CSS , PHP, ASP .Net

**Data bases:** Oracle, SQL Server, Vertica, Hive and Teradata

## ACADEMIC PROJECTS

*Data Visualization & Analysis on different platforms*

*Feb - 2016*

- Researching with complex and large datasets, new analytical techniques and tools.
- Extracting datasets of Govt. data such as elections donations etc. and analyze them by creating visualizations using tools such as R, Python, D3, Tableau, Excel and Google Docs.
- Document and report the data analysis by comparing visualizations created in various tools.

*DIA Parking Management System*

*Nov - 2015*

- Played Business Analyst role in this project. Analyzed existing parking system of Denver International Airport
- Created Business Requirements to improve business and customer satisfaction and avoid any risks involved.
- Created of Use cases, Entity Relation Models (ER Diagrams) and Process Flow Models using Microsoft Visio.

## **PROFFESIONAL PROJECTS**

***Intern, BI Developer, BI Team, JBS USA***

***May 2015 - Dec 2015***

- Extract raw data from transactional and other operational applications; transform it into information using SAP BW, SAP Data Services and Qlikview tools to reveal insights; Help businesses make faster, more accurate, and actionable decisions across organizations to make valuable decisions.
- Gather information and analyze the process, design process flow, design system solution architecture and write functional specifications to live operation projects.
- Created process flow diagrams, ER Diagrams using Microsoft Visio to fulfill business needs that comply with quality standards and meets functional requirements.

***Big Data Analyst, Marketing Analytics, Flipkart India Pvt. Ltd***

***Oct 2014 - Dec 2014***

- Wrote scripts of Hive and Vertica in Big data to handle large and complex datasets.
- Migrated email and push Notification Marketing dashboards from Qlikview to Big data architecture by writing SQL scripts in Hive and Vertica.
- Created Ad hoc reports, Dashboards, visualization charts in Qlikview based marketing analyst's requirements.

***BI Analyst, Spend Analysis, TFL***

***Jun 2014 - Sep 2014***

- Analyzed spend data on the source systems across 30+ boroughs in London, designed data model
- Created Spend analysis reports using Microsoft Business Intelligence tools such as SSIS, SSAS and SSRS.
- Automated the manual process of creating spend reports from 30 boroughs, which helped them to track spends to maximize decision making and executive visibility across all boroughs.

***BI Analyst, OBI Upgradation, KOJ***

***Feb 2014 - May 2014***

- Analyzed the system of Oracle Business Intelligence Enterprise Edition (OBIEE) and upgraded from 10g to 11g.
- Set the custom configuration, corrected data and format issues to ensure reporting accuracy and quality.
- Suggested enhancements to improve performance and implemented visualization reports in new instance.

***ETL Support Lead, Pre Production, Data services, SBSA***

***Mar 2013 - Jan 2014***

- Development and tuning of ETL scripts in pre-production and make sure by testing all ETL scripts deployed to production works without any issues and with great performance.
- Tuning of ETL & SQL scripts and monitoring performance of jobs and created reports in preproduction.
- Analyze and suggest teams to optimize ETL scripts and maximize efficiencies of the jobs in production

***BI Developer, Information Systems, Wipro Technologies***

***Oct 2010 - Feb 2013***

- Analyze source systems and develop reporting solutions, dashboards and KPIs for Human Resources, Finance, Supply chain Management using OBIEE, Tableau and Data stage
- Developed Answers (ad-hoc querying, reports), Interactive Dashboards with drill-down capabilities (charts/tables/graphs) using OBIEE, Tableau.
- Configured Security Setup using LDAP authentication, object and data level security, implemented write back features and configured Agents (alerts) using OBIEE.

## **AWARDS AND ACHIEVEMENTS**

- **Certified by Oracle in Oracle Business Intelligence Enterprise Edition (OBIEE) 11g**, April 2013
- Won '**Feather in My Cap**', a recognition by **Wipro** for Upgradation of tools **Data stage** and **OBIEE**, Dec 2012