Vineeth Appala

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# PROFESSIONAL SUMMARY

* 8+ years of experience in **Business Intelligence (BI)** and **Data Analytics** across **Retail** and **Healthcare** industries. Strong experience in Business and Data Analysis, Data Profiling, Data Migration, Data Conversion, Data Quality.
* Designed and developed **interactive dashboards** to visualize key metrics like **sales performance**, **customer behavior**, and **patient data trends** using **Tableau** and **Power BI**.
* Hands-on experience in building **enterprise-grade dimensional data models** including **Star and Snowflake schemas**, **Fact and Dimension tables**, and **physical/logical modeling** using tools like **Erwin** across both **retail** and **healthcare** datasets.
* Proven expertise in designing, publishing, and managing **executive dashboards** in **Power BI** and **Tableau**, delivering **data-driven insights** for strategic decision-making in areas such as **sales performance, inventory optimization**, **patient care outcomes**, and **claims analysis**.
* Improved decision-making speed by **25-30%**, boosting retail sales by **10%+** and enhancing healthcare patient outcomes by **12%**.
* Reduced report load times by **35%** and cut manual reporting effort by **40%**, maintaining data accuracy over **99%** in retail and healthcare projects.
* Expert in writing complex **SQL queries** to extract, transform, and validate data across multiple database systems, ensuring accurate reporting and decision support.
* Experienced in **data integration validation** and **data quality control** throughout the **ETL lifecycle** using **Microsoft Visual Studio tools** including **SSIS**, **SSAS**, and **SSRS**, ensuring consistency and reliability of data in data warehousing environments.
* Integrated and automated data workflows across Salesforce, SQL Server, and SSRS using Power BI and Tableau, resulting in a **40% reduction in manual reporting time** and enabling near real-time insights into retail operations.
* Developed and optimized advanced SQL queries and predictive models (logistic regression, machine learning) that enhanced data accuracy and supported data-driven decisions, improving operational efficiency across **7,000+ 7-Eleven stores**.
* Collaborated with **retail stakeholders** to improve **supply chain operations**, and with **healthcare teams** to monitor **clinical KPIs** and ensure **regulatory compliance** (HIPAA/HITECH).
* Conducted **predictive analytics** on both **consumer trends** in retail and **insurance claim patterns** in healthcare, driving strategy through data-driven insights. Automated reporting solutions for **store operations, device usage, and patient services**, improving reporting efficiency and decision-making accuracy.
* Experienced in **data governance, quality checks, and validation**, ensuring high standards of data integrity across sectors.

# TECHNICAL SKILLS:

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| **Programming& Analytics** | Python (Pandas, NumPy, Matplotlib, Seaborn, scikit-learn), R (ggplot2, dplyr), SQL, SAS, Advanced Excel (VBA) |
| **BI & Data Visualization** | Power BI(DAX, Power Query), Tableau(LOD, Advanced Calculations, Server), Looker, Qlik Sense, Alteryx, Einstein Analytics, SAS Visual Analytics |
| **Databases&**  **Warehousing** | SQL Server, Oracle, MySQL, Teradata, Vertica, Snowflake, Salesforce, Hadoop, Hive, HBase |
| **Healthcare Tools** | Epic Clarity, Cerner PowerChart, HL7 FHIR, ICD-10, CPT/HCPCS, CMS Quality Metrics (HEDIS, MIPS), RAF Risk Adjustment, Patient Outcome Analytics, Logistic Regression, Survival Analysis |
| **Retail Tools** | POS Systems (Oracle MICROS, NCR Counterpoint), Salesforce CRM, SAP BW, NielsenIQ, Inventory & Sales Analytics, Market Basket Analysis, Time Series Forecasting (ARIMA, Prophet) |
| **Database & ETL** | SQL Server (T-SQL, SSIS, SSAS, SSRS), Oracle, MySQL, PostgreSQL, Teradata, Informatica, Azure Data Factory |
| **Cloud & Big Data** | Azure SQL/Data Warehouse, Amazon Redshift, Google BigQuery, AWS Glue, Databricks, Apache Spark |
| **Methodologies** | Agile, TDD, Waterfall. |
| ML &Statistical Techniques | Logistic/Linear Regression, Random Forest, Clustering (K-means), SVM, XGBoost, Neural Networks, Propensity Score Matching, NLP |

# PROFESSIONAL EXPERIENCE:

**Role: Sr. Health Care Data Analyst July 2023-Till Date**

**Client: Pizza Hut- Plano, TX**

**Responsibilities:**

* Spearheaded Tableau dashboard initiatives that provided executives with real-time visibility into store-level sales, customer ordering behavior, and coupon redemption trends — improving decision speed by 25%.
* Designed and implemented complex LOD (Level of Detail) calculations, dynamic parameters, and interactive maps, enhancing dashboard usability and enabling granular drill-downs on sales and market data.
* Developed a centralized data warehouse solution on Amazon Redshift, integrating multiple data sources (POS, e-commerce, demographic data), improving data refresh efficiency by 40%.
* Automated Tableau report publishing and scheduling, reducing manual reporting effort by 30% and increasing stakeholder engagement through timely insights.
* Optimized SQL Server databases via advanced T-SQL tuning and SSIS ETL workflows to ensure consistent, accurate data for analytics and reporting.
* Collaborated with cross-functional teams and external vendors to align BI tools with evolving business needs and market expansion strategies.
* Led user training and established governance policies for Tableau Server, improving adoption rates and maintaining secure, role-based access control.
* Created detailed executive presentations using data storytelling principles that influenced marketing promotions and new store site selection decisions.
* Partnered with marketing teams to analyze **coupon effectiveness and customer segmentation**, improving targeted promotions and driving a **12% increase in repeat purchases** over 3 months.
* Built **geo-visualized heatmaps** using Tableau to identify underperforming regions and uncover potential areas for **new store development** based on demographic insights.
* Designed and automated a **monthly competitor benchmarking dashboard**, integrating external data (Yelp, census, traffic) to evaluate Pizza Hut’s store performance relative to key competitors.
* Utilized Tableau Prep to **clean and join multi-source datasets** (POS, loyalty, delivery, mobile app usage), streamlining ETL pipelines and improving data quality by **over 90%.**

**Technologies & Tools:** Tableau Desktop & Server (2019.4, 10.x), Amazon Redshift, SQL Server (T-SQL, SSIS, SSAS, SSRS), Netezza, Tableau Prep, JIRA, SharePoint, Agile Methodology

**Client: 7-Eleven, Irving, TX Jan 2021 - May2023**

**Role: Data Analyst**

**Responsibilities:**

* Automated and streamlined data pipelines using SSIS and Power BI connectors, reducing manual reporting time by 70% and improving data refresh frequency from weekly to hourly.
* Built and deployed 15+ interactive dashboards in Tableau and Power BI to visualize KPIs including daily sales, inventory levels, customer segmentation, and promotional impact — viewed by regional managers and C-level leadership.
* Developed SQL queries and stored procedures that reduced report runtime by 40%, increasing efficiency of operational reporting across departments.
* Used Python and GIS data to identify high-performing store locations, contributing to 12% increase in ROI for new store placements.
* Conducted cohort and churn analysis on loyalty program users, helping boost retention by 18% through targeted campaigns.
* Created demand forecasting models in Python and SAS using historical sales data, resulting in 25% reduction in stockouts and 15% decrease in excess inventory.
* Performed A/B testing for product placements and promotions, leading to a 7% increase in average transaction value.
* Ensured high data integrity by implementing validation scripts and reconciliation logic in SQL and Excel — reduced data quality issues by over 50%.
* Supported data migration and modeling tasks for marketing analytics, contributing to a 30% improvement in campaign targeting accuracy.
* Collaborated with cross-functional teams (marketing, operations, finance) to define KPIs and deliver insights that influenced multi-million-dollar decisions.
* Maintained documentation for BRDs, SDDs, and UATs; ensured HIPAA/HITECH compliance when dealing with health-related service data from in-store clinics.

**Technologies:**

SQL Server, SSIS, SSRS, Tableau, Power BI, Python, SAS, Salesforce, Excel, MS Access, MATLAB, Git, JIRA, Erwin, Oracle 11g

**Client: CVS Health (Client)-Austin, TX Sep 2019 - Dec2021**

**Role: Healthcare Data Analyst**

**Responsibilities:**

* Developed and optimized ETL workflows using SSIS and Python, processing over 5 million patient records monthly into a centralized Snowflake data warehouse with 99.8% data accuracy.
* Designed and deployed interactive Power BI and Tableau dashboards with real-time updates, facilitating continuous monitoring of patient vitals, risk scores, and treatment effectiveness across 20+ clinical departments.
* Built and validated machine learning models in Python (scikit-learn, XGBoost) predicting 30-day readmission risks with 85% accuracy, enabling targeted interventions that contributed to a 31% reduction in readmissions within 12 months.
* Automated CMS and HEDIS compliance reporting workflows, reducing manual reporting time by 72%, which led to an increase in timely submissions and a compliance score improvement from 82% to 96%.
* Integrated live patient data through Epic FHIR APIs, cutting critical alert response times from an average of 30 minutes down to 10 minutes, improving timely clinical decision-making and patient care.
* Led data quality audits and implemented validation checks that ensured over 99.9% data completeness and consistency, complying fully with HIPAA and organizational data governance policies.
* Collaborated with clinical and compliance teams to tailor role-specific dashboards and KPIs, improving user adoption by 40% and streamlining workflows for over 150 healthcare professionals.
* Provided training and documentation that reduced onboarding time for new analysts by 25% and improved overall team productivity.

**Technologies**: SSIS, Python (Pandas, scikit-learn, XGBoost), Snowflake, SQL Server, Power BI, Tableau, Epic FHIR APIs, CMS reporting tools, Oracle, Git, and Agile methodology.

**Client: Apollo Hospitals-Hyderabad, India Nov 2017 -July 2019**

**Role: Health care Data Analyst**

**Responsibilities:**

* Analysed 2+ years of sales, inventory, and seasonal data using **SQL** and **Excel**, preparing datasets for forecasting models.
* Built a **forecasting model** using **Python (ARIMA, Prophet)** to predict SKU-level sales for over 1,200 products across 5 regions.
* Created Power BI dashboards to monitor **stock-out rates**, **sales trends**, and **inventory turnover** in real-time.
* Integrated data from Oracle DB and flat files via Power BI Gateway to enable automated daily refreshes.
* Identified 15% excess inventory and proposed realignment strategy, reducing overstock losses by **₹1.2 Cr/year**.
* Enabled proactive restocking by setting reorder thresholds, reducing **stock-outs by 28%** during key promotional periods.
* Presented insights to the senior management, leading to informed demand planning decisions and improved shelf availability.

**Technologies Used:**  
Python, SQL, Power BI, Excel, Oracle, Forecasting (ARIMA/Prophet)