**Deekshit**

**Senior Data Analyst**

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**SUMMARY:**

* Having 9+ years of experience as a Data Analyst with good business understanding and knowledge of Extraction, Transformation and Loading of data from heterogeneous source systems like Flat files, Excel, XML, Oracle, SQL Server.
* Experience in empowering end users through advanced UX capabilities and driving data-driven decision-making processes.
* Proven expertise in Power BI, Azure Synapse Datawarehouse, and Azure SQL, with a focus on designing pixel-perfect UI/UX and delivering impactful reports and dashboards.
* Adept at collaborating with cross-functional teams, conducting Power BI Build Sessions, and utilizing the Data Success Framework to ensure successful project delivery.
* Proficient in utilizing technologies such as Power BI Desktop/Pro, Power Query/Dataflows, Power BI Premium, SQL Server, Data Visualization/Storytelling, UI/UX Report Design, Power Apps/Power Platform, Azure Cloud/Fabric, Excel Reporting/PowerPivot, and adept at working within Agile/Waterfall Methodology.
* Successfully contributed to the capture and integration of new vitality program customer data, policies, and group policy plans from diverse sources into an Enterprise Data Warehouse (EDW) structure.
* Experience in creation and maintenance of entity objects, hierarchies, entity types, relationship objects
* Relationship types using Hierarchy tool to enable Hierarchy Manager (HM) in MDM HUB implementation.
* Hands on experience in design and configuration of landing tables, staging tables, base objects, hierarchies, foreign - key relationships, lookups, query groups, queries/custom queries and packages.
* Designed, Installed, Configured core Informatica/Siperian MDM Hub components such as Informatica MDM Hub Console, Hub Store, Hub Server, Cleanse Match Server, Cleanse Adapter, Data Modeling.
* Hands on experience in optimizing SQL scripts and improving performance loading warehouse.
* Implemented data warehousing methodologies for Extraction, Transformation and Loading using Informatica Designer, Repository Manager, Workflow Manager, Workflow Monitor.
* Designed and developed Reference Integrity, Technical and Business Data Quality rules using IDQ and involved in cleaning the data using IDQ in Informatica Data Quality environment.
* Deployed workflows as an application to run them and tuned the mappings for better performance.
* Usage of Informatica mapping variables/parameters and session variables where necessary.
* Worked with Dimensional Data warehouses in Star and Snowflake Schemas, created slowly changing (SCD) Type1/2/3dimension mappings using Ralph Kimball methodology.
* Experience in coding using Oracle 11g/10g/9i/8i, SQL Server 2000/2005/2008, SQL, PL/SQL procedures, functions, triggers and exceptions.
* Developed Batch Jobs using UNIX Shell scripts to automate the process of loading, pushing and pulling data from different servers

**TECHNICAL SKILLS:**

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| --- | --- |
| **ETL Tools** | Informatica PowerCenter 10.x/9.x/8.x, Informatica Data Quality, Power Exchange |
| **RDBMS** | Oracle11g/10g/9i, SQL Server 2000/2005/2008, Teradata  |
| **Job Scheduling Tools** | AutoSys, Control M |
| **Languages** | SQL, PL/SQL, Unix Shell Scripting |
| **Database frontend tools**  | Oracle PLSQL Developer, Oracle TOAD. |

**PROFESSIONAL EXPERIENCE:**

**Verizon - Remote Jan 2022 - Till Now**

**Data Analyst**

**Responsibilities:**

* Led Power BI Build Sessions, conducted rapid prototyping, and employed an iterative process for report design, data validation, and storytelling, enhancing user experience.
* Wrote queries to build Power BI reports from Azure Synapse Datawarehouse, ensuring data accuracy and relevance for a long-term healthcare company.
* Implemented data modelling in Azure SQL, created SQL reporting fields, and developed dimensional tabular datasets with star-schema, fact-tables, and dimensions.
* Built and deployed Power BI templates and themes, aligning UI/UX design with customer branding using logo and HEX codes.
* Drove data literacy initiatives by incorporating data storytelling, informational text, tooltips, and icons, facilitating drill-through to mini data-dictionary and definitions.
* Engaged with clients across various industries for business and technical discovery, identifying key metrics and KPIs for Power BI reports and dashboards.
* Collaborated with engineering and business leaders to prioritize and triage incoming requests, ensuring efficient project management.
* Wrote DAX measures and calculations based on client requirements, contributing to the development of critical day-to-day business intelligence.
* Collaborated with the Data Steward Team to design, document, and configure Informatica Data Director, supporting the management of MDM data.
* Designed, analysed, and developed processes for integrating customer, account, product, employee data, and their hierarchy, ensuring accurate relationships among them.
* Worked with ETL Developers to create External Batches, executing mappings and Mapplets using Informatica workflow designer, integrating data from diverse sources such as Oracle, DB2, flat files, and SQL databases into landing tables of Informatica MDM Hub.
* Participated in requirement gathering, data analysis, and user meetings, translating user inputs into ETL design documents.
* Conducted thorough data profiling and analysis to identify data quality issues, anomalies, and trends within the MDM system, ensuring high data accuracy and integrity.
* Collaborated closely with business users to understand their data needs, providing insights into the capabilities and limitations of the MDM system.
* Conducted training sessions for end-users on utilizing data access tools, reports, and dashboards, promoting self-service data exploration.
* Collaborated with Information Security teams to implement data encryption and masking techniques, enhancing the security and privacy of sensitive customer information.
* Engaged in continuous learning and staying abreast of industry trends, emerging technologies, and best practices in data management and analytics.
* Provided ad-hoc data analysis and reporting support to business stakeholders, helping them make informed decisions based on real-time data.
* Supported the integration of external data sources into the MDM system, expanding the scope of available information for comprehensive analysis.
* Actively participated in regular data governance meetings, contributing insights and recommendations for improving data quality and management processes.
* Supported the development of data dictionaries and metadata repositories, ensuring a standardized understanding of data elements and their relationships.
* Conducted data analysis for source and target systems, demonstrating a strong understanding of Enterprise Data Warehousing concepts, including staging tables, dimensions, facts, and Star Schema.
* Coordinated with offshore teams and clients, providing daily status reports to clients.
* Validated data in source and target systems using PL/SQL queries and retrieved information from databases based on source requirements.
* Executed SQL queries to validate master data in MDM against the source data.

**Environment:** Power BI Pro Service, Power BI Premium, Power BI Tabular Editor, Azure Synapse Datawarehouse, Azure SQL, SQL Server Suite, DAX, M-Language, Power Query, Data Modelling, Star-schema, Fact-tables, Dimension, PowerShell, SQL, Python, Oracle 19c, PL/SQL, Data Warehouse, Autosys, SQL, UNIX Shell Scripts, Linux.

**Cardinal Health – Dublin, OH May 2019 - Dec 2021**

**Data Analyst**

**Responsibilities:**

* Conducted end-to-end data analysis, including extraction, transformation, and loading (ETL) processes, to ensure data quality and integrity.
* Developed complex queries to build Power BI reports off an Azure Synapse Datawarehouse, ensuring data accuracy and reliability for a long-term healthcare company.
* Conducted data modelling in Azure SQL, created SQL reporting fields, and implemented star-schema dimensional tabular datasets with fact-tables and dimensions.
* Wrote DAX measures and calculations based on client requirements, ensuring accurate representation of key metrics and KPIs in Power BI reports.
* Collaborated with engineering and business leaders to prioritize and triage incoming requests, ensuring alignment with organizational goals.
* Employed the Data Success Framework to lead delivery management, hitting project milestones and ensuring successful project outcomes.
* Utilized tools such as Power BI Pro Service, Power BI Premium, Power BI Tabular Editor, Power Query, M-Language, DAX, and the SQL Server Suite.
* Developed and deployed Power BI templates and themes, aligning colour and branding with customer logos and HEX codes for a cohesive and visually appealing user experience.
* Integrated data storytelling, informational text, tooltips, and icons into reports to enhance data literacy and provide users with valuable insights.
* Collaborated with the Data Steward Team to design, document, and configure Informatica Data Director for Master Data Management (MDM) support.
* Created External Batches and Informatica workflows for seamless integration of data from Oracle, DB2, flat files, and SQL databases into landing tables of the Informatica MDM Hub.
* Deployed and configured MDM Hubs for portals, ensuring user-friendly interfaces on the Informatica Data Director (IDD) application.
* Configured match rule set properties to enable efficient data search in MDM based on business rules.
* Contributed to data modelling and design of the data warehouse using star schema methodology with conformed and granular dimensions and FACT tables.
* Administered Informatica Repository Manager, managing repositories, creating users, user groups, and implementing security access controls.
* Analysed existing transactional database schemas, designing star schema models to support user reporting needs.
* Developed mappings for moving data from Landing to Stage, incorporating various cleanse functions.
* Wrote SQL queries to extract information from Oracle and SQL Server databases based on specific requirements.
* Developed mappings and workflows based on business logic, quality standards, and coding guidelines using Informatica PowerCenter.
* Utilized Informatica Power Exchange tools to provide on-demand data access to business users.
* Participated in the migration of mappings and sessions from the development repository to the production repository.
* Engaged in the full Software Development Life Cycle (SDLC), including business requirements analysis, preparation of technical design documents, data analysis, logical and physical database design, coding, testing, implementation, and deployment.
* Designed, developed, and tested PL/SQL stored procedures and packages for ETL processes.
* Created and maintained Unix Shell Scripts for ETL jobs, session log cleanup, dynamic parameters, and data conversion.

**Environment:** Power BI Pro Service, Power BI Premium, Power BI Tabular Editor, Azure Synapse Datawarehouse, Azure SQL, SQL Server Suite, DAX, M-Language, Power Query, Data Modelling, Star-schema, Fact-tables, Dimension, PowerShell, SQL, Python, Oracle 19c, PL/SQL, Data Warehouse, Autosys, SQL, UNIX Shell Scripts, Linux.

**Republic Bank of Canada – Raleigh, NC Oct 2016 - Apr 2019**

**Data Analyst**

**Responsibilities:**

* Worked on the end-to-end ETL process, encompassing source systems, staging area, Data Warehouse, and Datamart components.
* Utilized Power BI Desktop/Pro for data visualization and storytelling, creating reports that provided valuable insights into the captured data.
* Employed Power Query/Dataflows to streamline and automate data transformation processes, ensuring efficiency and accuracy in the ETL workflow.
* Leveraged Power BI Premium for enhanced reporting capabilities and optimized performance in handling large datasets.
* Developed SQL Server queries to extract and manipulate data, contributing to the overall success of the ETL process.
* Applied UI/UX report design principles to create visually appealing and user-friendly reports for stakeholders and end-users.
* Utilized Power Apps and Power Platform tools to enhance data interaction and user engagement.
* Integrated Azure Cloud/Fabric services to facilitate seamless data integration and management within the project.
* Demonstrated expertise in Excel Reporting and PowerPivot to analyse and present data insights effectively.
* Conducted Power BI training and coaching sessions to empower team members with the necessary skills and knowledge.
* Operated within an Agile/Waterfall Methodology, ensuring adaptability and efficiency in project execution.
* Involved in requirement gathering, data Analysis, and user meetings, discussing the issues to resolve and translated the user inputs into **ETL** design documents.
* Extraction, Transformation and Load was performed using Informatica Power Centre to build Data warehouse. Worked on Informatica PowerCenter tools like Source Analyzer, Warehouse Designer, Mapping Designer, Mapplets and Transformation Developer.
* Experienced in creating and maintaining entity objects, hierarchies, entity types, relationship objects and relationship types using Hierarchy tool to enable Hierarchy Manager (HM) in MDM HUB implementation and Informatica Data Director (IDD).
* Participated in the development and implementation of the MDM decommissioning project using Informatica PowerCenter that reduced the cost and time of implementation and development.
* Worked on data cleansing using the cleanse functions in Informatica MDM.
* Translated Business Requirements into Informatica mappings to build Data Warehouse by using Informatica Designer, which populated the data into the target Star Schema
* Extracted data from various source systems like Oracle, SQL Server, XML and flat files and loaded it into relational data warehouse and flat files.
* Worked with mapping parameters and variables, session parameters**, PMCMD** commands, email tasks.
* Worked with **SQL** override, Lookup override, Lookup caches, Index and Data caches while designing the mappings also Worked with **TOAD SQL\*Loader** for loading the data from external files into **RDBMS** tables and fine-tuned the **SQL** queries using Explain Plan and **TKProf** to speed up the session runs.
* Handled **Informatica** administration work like migrating the code, creation of users, creating folders, worked with Shortcuts across shared, non-shared folders and wrote **Autosys** scripts for scheduling the workflows.
* Responsible for fixing **PLSQL** procedures for getting the accurate data.
* Created and executed unit test plans based on system and validation requirements. Worked closely with Business during the testing phase and fixed bugs that were reported.
* Developed reports which used Conditional blocks/Variables and associated them with queries to show data only when the conditions were fulfilled.

**Environment:** Oracle, KProf, TOAD, SQL\*Loader PL/SQL Toad, Autosys, UNIX, Azure Cloud and Python.

**Value Labs – India Mar 2014 - Jun 2016**

**ETL Developer**

**Responsibilities:**

* Developed Data Flow diagrams to create Mappings and Test plans. Specifically, these data flow diagrams ranged from OLTP systems to staging to Data warehouse.
* Designed and developed Informatica Mappings from OLTP to Stage and Stage to DWH and effectively used Informatica Transformations like Source Qualifier, Joiner, Expression, Router, Aggregator, Connected and Unconnected Lookup, Normalizer, Update Strategy etc.
* Designed relational data warehouse with constraints for importing data. Implemented multiple types of database objects such as primary keys, foreign keys, stored procedures, triggers, views and functions.
* Created Data Flow Mappings to extract data from source system and load it to staging area.
* Updated newest data into Data Warehouse using Slowly Changing Dimensions (Type2) Transformation.
* Developed complex mappings, mapplets using Informatica workflow designer to integrate data from varied sources like Teradata, Oracle, SQL Server, Flat files and loaded into target.
* Worked on performance tuning by identifying the bottlenecks in Sources, Targets, and Mapping enhanced Performance for Informatica sessions using large data files by using partitions.
* Worked with Static cache, Persistent, Dynamic cache, Index cache, Data cache and target-based commit interval in order to improve the performance at session level.
* Developed Unix Shell Scripts to ensure successful execution of the ETL processes
* Developed strategies for Incremental data extractions as well data migration to load into Target databases and assisted in designing Logical/Physical Data Models.
* Good knowledge on Data Masking performed for preserving the referential integrity of the user data.
* Build several Unix Shell scripts for PL/SQL programs to schedule them on Control M.
* Involved in the design, development and testing of the PL/SQL stored procedures, packages for the ETL processes.
* Created Unix Shell Scripts for ETL jobs, session log cleanup, dynamic parameter and maintained shell scripts for data conversion.

**Environment:** Oracle 11g, SQL/P SQL, SQL Server 2005/2K, AIX, Windows XP, LINUX, UNIX, Control M.