**Shilpa Adla**

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**Senior Data Analyst**

**SUMMARY**:

* Over 8+years of IT experience in Business Analysis, System Analysis, Data analysis, Software Design, Development, Implementation and Maintenance of Business Intelligence and across Agriculture, Airline Services, Banking and Retail domains
* Passionate individual successful at undertaking complex assignments and delivering promising results
* Skilled in data analytics, business analysis, R programming, Python, ETL design, front end development and analytical reporting.
* Highly Proficient in Agile, Iterative, and Waterfall and Scaled Agile Framework (SAFe) software development life cycles.
* Well acquainted with SDLC, STLC and QA processes.
* Proven expertise in functional, integration and regression testing for UI and back - end.
* Expert in Data Visualization, Data Analysis, Business Intelligence, IT Analysis/Design, and Client/Server System Architecture.
* Expert in designing and developing analytical reports, dashboards using techniques for guided analytics, interactive dashboard design, and visual best practices to convey the story inside the data by integrating data from multiple sources and help users to identify critical KPIs and facilitate strategic planning in the organization.
* Strong knowledge in SQL using SQL Server and Oracle databases.
* Worked in Data Extraction, Transforming and Loading (ETL) using various tools such as SQL Server Integration Services (SSIS), Pipeline Pilot.
* Proficient in analysis, design and implementation of data warehousing/ BI solutions using Tableau, Spotfire, Alteryx, Pipeline Pilot, Informatica, MicroStrategy and Database technologies.
* Worked with TIBCO Spotfire to communicate and update business information.
* Excellent knowledge in designing and developing dashboards using TIBCO Spotfire by extracting the data from multiple sources (Flat files, Excel, Access, SQL server, Oracle).
* Involved in Performance Tuning and Deployment of TIBCO Applications.
* Good understanding of Tableau Desktop architecture for designing and developing dashboards.
* Extensive Tableau Experience in Enterprise Environment and Tableau Administrator experience including technical support, troubleshooting, report design and monitoring of system usage.
* Knowledge of data mapping/migration, Cleansing, Profiling and Data Governance.
* Outstanding Data analysis skills including Data mapping from source to target database schemas, Data Cleansing and processing, writing data extract scripts/programming of data conversion and researching complex data problems.
* Hands-on experience using Dimensional Data Modeling, Star Schema Modeling, Snow-Flake Modeling, Fact and Dimension Tables, Physical and Logical Data Modeling.
* Possess strong knowledge of database management in writing complex SQL queries, stored procedures, database tuning, query optimization and resolving key performance issues.
* Adept in analyzing bugs, interacting with team members in fixing errors and User Acceptance Testing (UAT) and assisted in post-production support.
* Awarded best employee for the season twice in a year for successfully completing the projects.
* Highly motivated team player with excellent Interpersonal and Customer Relational Skills, Proven Communication, Organizational, Analytical, Presentation Skills, and Leadership Qualities.

TECHNICAL SKILLS:

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| --- | --- |
| Programming | SQL, PL/SQL, Python, R-Script, C#, CSS, HTML, JavaScript, jQuery |
| Analysis Tools | Tableau, TIBCO Spotfire, Power BI, MS SSRS, MS SSAS, MS Excel (VBA, VLOOKUP, Pivot tables) |
| Application Software | MS Office, Eclipse, MATLAB, Visual Studio, MS Excel advance, MS Access, MS Visio, Toad Oracle |
| Data Integration (ETL) Tools | Alteryx, Pipeline Pilot, Informatica, MS SQL Server Integrated Service (SSIS) |

**PROFESSIONAL EXPERIENCE:**

**Client: Fidelity Investments June 2022 – Present**

**Job Title:** **Senior Data Analyst  
Responsibilities:**

* Collaborated with Subject Matter Experts and Product Owners to define data requirements and source-to-target mapping necessary to support advanced analytics initiatives within M&SC (Manufacturing and Supply Chain), including the interfaces between applications, databases, and platforms.
* Created a Datawarehouse and Integrated different systems data into the Wearhouse (Salesforce and SAP). Worked with multiple teams for combining the different Databases to a single Universe.
* Made Power BI reports more interact and activate by using storytelling features such as bookmarks, selection panes, drill through filters also created custom visualizations using “R-Programming Language”.
* Used Machine learning using “Python-Programming Language” for converting different language text to English for analysis.
* Utilized Power BI to create various analytical dashboards that helps business users to get quick insight of the data
* Published and maintained workspaces in Power BI Service, allotted the time refresh for the data, maintained the apps and workbooks.
* Used DAX functions to create measure and calculated fields to analyze data for logical visualization and used Power Queries to transform the data.
* Converted the Boulder Tables from Excel to Power BI with better Graphs and visualizations for the understanding and improvement of business.
* Collected the Plants Data in Excel sheets from different Regions around the World and combined them in Power BI to know the Loss and Profit of the Product.
* Performed COPQ and DPPM analysis in Power BI and helped Global Quality Leaders to take the Business-driven decisions.
* Translated data requirements to produce comprehensive, detailed data maps and canonicals.
* Identified supply chain problem areas and opportunities to improve service, reduce cost, and increase inventory turns
* Performed ETL on multiple platforms such as SAP HANA and Teradata, familiarized with Confidential Legacy, SAP and other backend environments to pull the data-to-Data Wearhouse
* Created and maintained Apps and Reports in Salesforce for Customer Issue Resolution and maintained different Process of CRM.
* Used SQL queries to create interactive Dashboard in Salesforce Einstein Analytics Studio and analyzed CRM data.
* Created and maintained SharePoint page for Lean Six Sigma using Power Queries for Plant Data and Audited the different projects in the company for Discrepancies.
* Used BOXI (Business Objects) for creating reports for Legacy Systems.
* Mapped the data in different systems and Documented them, IBM Lotus Notes is mostly used for mapping the Legacy Systems and Customer Feedback Resolution.
* Performed Queries, maintained and extracted Data from Teradata, cleaning, and maintaining the Production Environment in Teradata for the performance.

**Client: AT&T May 2020 – June 2022  
Job Title: Senior Data Analyst**

**Responsibilities:**

* Involved in Data mapping specifications to create and execute detailed system test plans. The data mapping specifies what data will be extracted from an internal data warehouse, transformed, and sent to an external entity.
* Analyzed business requirements, system requirements, data mapping requirement specifications, and responsible for documenting functional requirements and supplementary requirements in Quality Center.
* Setting up of environments to be used for testing and the range of functionalities to be tested as per technical specifications.
* Tested Complex ETL Mappings and Sessions based on business user requirements and business rules to load data from source flat files and RDBMS tables to target tables.
* Performed data mining on Claims data using very complex SQL queries and discovered Health care claims pattern.
* Responsible for different Data mapping activities from Source systems to Teradata
* Created the test environment for Staging area, loading the Staging area with data from multiple sources.
* Responsible for analyzing various data sources such as flat files, ASCII Data, EBCDIC Data, Relational Data (Oracle, DB2 UDB, MS SQL Server) from various heterogeneous data sources.
* Delivered file in various file formatting system (ex. Excel file, Tab delimited text, Coma separated text, Pipe delimited text etc.)
* Executed campaign based on customer requirements
* Followed company code standardization rule
* Performed ad hoc analyses, as needed, with the ability to comprehend analysis as needed
* Involved in testing the XML files and checked whether data is parsed and loaded to staging tables.
* Responsible for creating test cases to make sure the data originating from source is making into target properly in the right format.
* Tested several stored procedures and wrote complex SQL syntax using case, having, connect by etc.
* Involved in Teradata SQL Development, Unit Testing and Performance Tuning and to ensure testing issues are resolved on the basis of using defect reports.
* Tested the ETL process for both before data validation and after data validation process. Tested the messages published by ETL tool and data loaded into various databases
* Experience in creating UNIX scripts for file transfer and file manipulation.
* Provide support to client with assessing how many virtual user licenses would be needed for performance testing.
* Ensuring onsite to offshore transition, QA Processes, and closure of problems & issues.
* Tested the database to check field size validation, check constraints, stored procedures, and cross verifying the field size defined within the application with metadata.

**Client: Humana March 2018 – May 2020  
Job Title: Data Reporting Analyst**

**Responsibilities:**

* Conducted Joint Application Development JAD and interview sessions to elicit requirements from the users and subject matter experts.
* Successfully designed and implemented statistical reporting processes for regular data collection and clinical data analysis. Analyzed safety and efficacy data from Phase II and III clinical trials.
* Integrate Data from wide range of sources including in-house clinical data management systems, labs and contract research organizations and perform data cleaning.
* Reviewed administrative and clinical practices and procedures: point of care, scheduling, registration, clinical documentation, patient care, and charge entry, medical coding and diagnostic testing procedures associated with multiple business units.
* Used senior level SQL query skills Oracle and TSQL in analyzing and validating SSIS ETL database data warehouse processes
* Data mapping, logical data modeling, created class diagrams and ER diagrams and used SQL queries to filter data within the Oracle database.
* Created Source to target data mapping documents identifying key data elements and prepared Data Flow Diagrams
* Created/Reviewed data flow diagram to illustrate where data originates and how data flows within the Enterprise Data warehouse EDW .
* Performed extensive data modelling to differentiate between the OLTP and Data Warehouse data models
* Facilitated sessions with the senior management to identify business flows and determine whether any current or proposed systems are following HIPAA guidelines.
* Manage the vendor selection process via a formal RFP process.
* Worked with the development team to ensure that they understood the functional specifications.
* Designed, authored, reviewed, and revised Clinical Data Management Plans and Drug Safety Technical Reports are FDA 21 CFR Part 11 compliant.
* Implemented Master Data Management MDM for all entities in the project by maintaining a master hub for improving the data quality by following various data governance techniques and data dictionary standards.
* Executed SQL queries using TOAD for Oracle dB and AQT for DB2 , for data extraction and validation
* Developed application using Visual Basic. Wrote reports using Crystal Reports and MS Access.
* Assisted in monitoring ancillary data transactions and addressed problems with HL7 messages.
* Involved in the formulation of Business Requirements Document BRD after all business requirements were defined clearly.
* Used knowledge of Health Care Information Systems EMR model to develop proposed workflow in MS Visio.
* Creating Dashboard using visual Basic and integrating with business objects
* Extensive use of Excel to create Functional Specification Documents Templates
* Writing functional and technical specifications, creating source to target mapping, designing data profiling and data validation jobs in DataStage, and creating ETL jobs in DataStage
* Responsible for delivery of all customers, shareholder, and employee dashboard metrics as per goals.
* Involved in Testing by using SQL and working with QA together to develop test Scenarios and test cases.
* Analyzed Business Requirements and segregated them into high level and low-level Use Cases, Activity Diagrams / State Chart Diagrams using Rational Rose according to UML methodology thus defining the Data Process Models.
* Authored the product backlog for the complete project, derived User Stories for individual iterations, assigned tasks and allocated appropriate resources for completion and acceptance of individual stories
* Developed and maintained the project plan using MS Project
* After Executive confirmation did Gap analysis to assess needs that could not be met by core EHR.
* Involved in mentoring specific projects in application of the new SDLC based on the Agile Unified Process, especially from the project management, requirements, and architecture perspectives.
* Created customized reports using OLAP Tools such as Crystal Reports for business use.
* Collaborated with the QA team in designing test plans and test cases for the User Acceptance Testing.
* Worked closely with the QA team and Developers to resolve issues.

**Client: Albertsons Jan 2016 - March 2018  
Job Title: Senior Analyst   
Responsibilities:**

* Involved in full project lifecycle of SDLC and coordinated with all project teams.
* Interacted with Subject Matter Experts and End Users and gathered business requirements.
* Analyzed requirements, developed and debugged applications using BI tools
* Acted as a Liaison between Business Intelligence and Business User groups to relay change requests.
* Performed extensive GAP analysis in the project as there were numerous ‘As-Is’ and ‘To-Be’ conditions.
* Developed Logical data model using Erwin and created physical data models using forward engineering.
* Translated business and data requirements into Logical data models in support of Enterprise Data Models, OLAP, Operational Data Structures and Analytical systems.
* Involved in collection and cleaning of large amount of unstructured data using Excel and python.
* Designed and developed various analytical reports from multiple data sources by blending data on a single worksheet in Tableau Desktop.
* Created extracts and scheduled data refresh on Tableau Server for weekly and monthly increments based on the new changes to ensure that the views and dashboards were displaying the changed data accurately.
* Developed dashboards with interactive views, drill downs and published them to the portal with user level security.
* Developed various reports using Tableau features like Parameters, Filters, Sets, Groups, Actions, etc. to present users with various scenarios of predictive analysis.
* Generated guided navigation links for Interactive dashboards in Tableau.
* Developed reports to analyze multiple measures using Blended Axes and Dual Axes.
* Created and updated custom SQL scripts to serve as data sources for various reports and handled performance issues effectively.
* Worked extensively in creating dashboards using Tableau that includes tools like Tableau Desktop, Tableau Server, and Tableau Reader in various versions of Tableau. Also, involved in the administration of Tableau server like installations, upgrades, user, user groups creation and setting up security features.
* Worked closely with all team members in implementing Tableau BI tool in all IT projects.
* Generated reports using SQL queries and published them to users in online thru Tableau server.
* Involved in generating Daily/Weekly Sales and Finance trending reports using Tableau by identifying the dimensions, measures, measure values and level of details for Business Analytics and Top Executives to give an overview current Trends.
* Worked on Donut chart, Bubble chart, drill down analysis using tableau desktop.
* Involved in publishing of various kinds of live, interactive data visualizations, dashboards. Reports and workbooks from Tableau Desktop to Tableau servers.
* Identified the factors involving the performance of the reports and coordinated in creation of indexes, statistics to improve the query turnaround time efficiently.
* Involved in Installation and upgrade of Tableau server and server performance tuning for optimization.
* Worked on creation of users, groups, projects, workbooks and the appropriate permission sets for Tableau server logons and security checks.
* Provided post implementation production support.

EDUCATION:

**Master of Science (M.S.) – Business Analytics** Aug 2014 – Dec 2015

Central Oklahoma University, Edmond, OK GPA: 3.3/4.0

**Bachelor of Science (B.S.) - Physical Science** June 2011 - May 2014

Osmania University, Hyderabad GPA: 3.7/4.0