Sr. Data Analyst

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### PROFESSIONAL SUMMARY

* 12 years of IT experience in Analysis, Design, Development, Testing and Implementation of various applications in OLTP, Client/Server OLAP environment using BI tools
* 5 years of extensive experience with design and development of Tableau visualization solutions.
* Certified Tableau Desktop 9 Qualified Associate with extensive experience in Tableau Desktop, Tableau Server, Tableau reader in various versions of Tableau (7.x/8.x/9.x/10.x/2019.2) and VizQL, Teradata, SQL, BTEQ scripts and various ETL tools.
* Experience with all the modules of MicroStrategy Product Suite namely MicroStrategy Intelligence Server, Web, Dashboard, Narrowcast Server, and Desktop.
* Extensively developed Business Requirements Documents, Functional Design Documents and Technical Design Documents.
* Actively participated and conducted in JAD sessions with business users, technical leads and with development personnel in all aspects of the SDLC.
* Efficient in identifying and analyzing Business requirements from documents and end - user discussions and deliver the data requirements necessary to support DW subject areas.
* Extensive experience in designing database using ER modeling and Normalization.
* Experienced in designing rich interactive reports and dashboards integrating various reporting components from multiple sources.
* Experience in aggregating data and configuring reports from different data sources using data blending.
* Proficient in design and development of various dashboards, reports utilizing Tableau Visualizations like bar graphs, scatter plots, pie-charts, maps, funnel charts, pareto charts, donuts, bubbles, etc. and other making use of actions, other local and global filters according to the end user requirement.
* Extensive knowledge in various reporting objects like Dimensions, Measures, Hierarchies, Filters, Actions, Calculated Fields, Sets, Groups, Parameters etc.
* Good at installation, configuration, design, and implementation of Tableau
* Good experience on LOD expressions Comparative Sales Analysis, Customer Acquisitions, etc.
* Hands on experience in embedding Tableau reports and dashboards on external websites using Java API scripting.
* Good knowledge on Embedded views of Tableau with web applications to integrate reports.
* Good experience in MicroStrategy Reporting - Templates, Filters, Metrics, consolidations, Prompts, custom group, and Datamart optimization of reports.
* Expertise in Agile Scrum Methodology to implement project life cycles of reports design and development.
* Extensively involved in Reverse-Engineering and Business Rules Extraction Expert in project planning, strategic planning, systems analysis and troubleshooting, quality control, forecasting, scheduling, and planning and tracking of results.
* Expertise in doing Unit Testing, Integration Testing, System Testing and Data Validation for developed ETL Mappings.
* Experience in guiding onshore/offshore development teams to build dashboard applications, developing templates and development framework, design standards and implementation plans.
* Excellent analytical, problem solving, communication and time management skills.

### EDUCATION

* Master of Science in Information Technology Management from University of Texas, Dallas, TX - 2011
* Bachelor of Engineering, Anna University, Coimbatore, India - 2005

### TECHNICAL SKILLS

Analytical Tools: Tableau Desktop/Server (2019.2,10/9.x/8.x/7.x), MicroStrategy, BO, SSRS, SSAS, Google Analytics, R, Power BI, Python

ETL Tools: Informatica, SSIS, Alteryx

Requirements Management: Microsoft Office (Excel, Word, PowerPoint)

RDBMS and SQL Tools: Teradata, Oracle, SQL Server, AWS RedShift, HANA, Toad, DB2, SQL Assistant, SQL Plus, PL/ SQL

Code Management Tools: UC4, SVN, SharePoint, Quality Center

Methodologies: Kimball/Inmon, OLAP, Waterfall, Agile

Data Modeling Tools: ERwin, ER Studio, MS Visio

Operating System: Windows, Unix

### PROFESSIONAL EXPERIENCE

Uber Technologies, Dallas TX, USA April 2021 – March 2024

Sr. Data Analyst / Tableau Developer / Power BI Developer

Responsibilities:

* Elicited objectives using interviews, document analysis, requirements workshops, business process descriptions, use cases, scenarios, business analysis, and workflow analysis.
* Translated stakeholder goals (client and internal) into various documentation deliverables such as use cases, user stories, persona development, workflow/process diagrams, data flow/data model diagrams, functional documents, business requirements document.
* Designed data models, Built Queries for forecasting, generate reports, charts and created dashboards from multiple data sources using applications like Tableau, Power BI, Google Analytics
* Designed, developed, and established KPIs and success metrics for new systems and processes to track and measure.
* Analyzed the data on Teradata and built Tableau dashboards for the IM’s according to the requirement to make a track of Opportunities and parallelly cross check these on Salesforce along with Teradata, AWS Redshift, Snowflake data sources.
* Tested, Cleaned, and Standardized Data to meet the business standards using Execute SQL task, Conditional Split, Data Conversion, and Derived column in different environments.
* Built and maintained SQL scripts, indexes, and complex queries for data analysis and extraction.
* Analyzed the data on Redshift and built Tableau dashboards for Confidential Tradeshows as well as built Spend Tracker dashboards to forecast.
* Worked Closely with the Risk Management, Finance Team regarding Requirements Gathering and provided the layouts of the dashboards to reconfirm.
* Lead QA and UAT to ensure the solution performs as designed and participate in client training to promote solution adaptation.
* Actively guided a data migration project to move three separate reporting and data management conventions to one standardized-consistent convention report using data retrieval, manipulation and conversion resulting in a lot of time saved on manual work and an estimated $100,000 in savings annually.
* Used various sources to pull data into Power BI such as SQL Server Used Power BI, Power Pivot to develop data analysis prototype, and used Power View and Power Map to visualize reports.
* Wrote calculated columns, measures queries in Power BI desktop for data analysis techniques.
* Weekly presentation to the business users about the Power BI reports and their changes as required.
* Worked on all kind of reports such as Yearly, Quarterly, Monthly, and Daily in Power BI
* Published Power BI Reports in the required originations and made Power BI Dashboards available in Web clients and mobile apps.
* Explored data in a variety of ways and across multiple visualizations using Power BI
* Scheduled Automatic refresh and scheduling refresh in Power BI service.
* Built numerous Tableau dashboards bubble, funnel, pareto, donut, waterfall charts considering the ad-hoc requests too.
* Worked extensively with Advance analysis, Drill down, Drop down, Actions, Calculations, Parameters, Background images, Maps, Trend Lines, Statistics, and Log Axes in Tableau. Created views integrating multiple tables and views in Teradata.
* Worked on Python for data analysis.
* Created SQL stored procedures, triggers, cursors, tables and views, and other SQL joins and statements for applications.
* Worked with team actively for the migration of data from one environment to another.
* Involved in creating interactive dashboard and applied actions (filter, highlight and URL) to dashboard.
* Working on generating various dashboards in Tableau Server using different data sources such as Teradata, Spectra and Redshift & Snowflake.
* Created data blending in case of merging two different datasets using Tableau.
* Experience with Tableau reporting/data visualization tool and integration between Alteryx and Tableau.
* Created trigger-based dashboards, actions filters, Level of detail LOD expressions, complex calculations, different views, sheet swaps to visually analyze the data.
* Forecast based on the historical records and the total spend in the coming quarters/years.
* Effectively used filters, quick filters, Conditional color coding, hierarchies, different mark properties
* Created Many TDE (Tableau Data Extract) for various Projects and Scheduled Refreshed on Tableau Server as per the Business needs.
* Created stories and manually tested the data for every requirement.
* Created groups and managed group access on Tableau server, managed refresh fail log on Server.
* Trained the team on Tableau Desktop as well as Server regarding report scheduling and presented demos during reviews and meetings.
* Liaised with project management and development teams to identify and implement reporting, control, and automation opportunities to improve overall access to information.
* Worked and reported to Directors, Managers, Vice-President of the Innovation team.
* Automated the monthly scorecards and reduced the internal effort by 90%.
* Managed multiple projects from initiation to post go-live support including project plan creation, leadership of the project resources, managing the timeline, milestones, deliverables, and ensuring an overall successful implement.
* A 12% reduction in man work resulting in saving time and improving other areas of work due to the scheduled dashboards.

Environment: Tableau 2019.2, 2018.1, 10.1.9 (Desktop, Reader, Server), Teradata 15, Snowflake, Redshift, SQL Workbench, Spectra, Agile, Scrum, JIRA, Confluence, ETL, Python, SQL Server Management Studio, Power BI, Alteryx11.x, Oracle, Salesforce, Kanban, MS Word, MS Access, Outlook, MS Excel (Pivot)

Butcher Box LLC, Dallas TX, USA January 2021 – April 2021

Sr. Tableau Developer / Sr. Data Analyst / Power BI Developer

Responsibilities:

* Met with business partners to understand their business and reporting needs, including the identification of critical metrics and KPIs.
* Worked with stakeholder to perform process workflow analysis and analyze possible technical solutions, gather the software requirements, and develop the Business Requirements Document (BRD)
* Successfully used Agile/Scrum methodologies to elicit the client requirements and facilitated user stories workshop.
* Documented user stories and facilitated Story Point discussions.
* Cleaned and blended multiple data sources to allow for different views on application data in a single dashboard.
* Adhoc data cleansing and standardization using Alteryx.
* Involved in creating data blending in case of merging different sources, used Alteryx for Data blending for Tableau.
* Created Database objects - tables, views, functions and developing procedures for implementing application functionality at the database side for performance improvement.
* Created Dax Queries to generate computed columns in Power BI.
* Generated computed tables in Power BI by using Dax.
* Designed and developed Power BI graphical and visualization solutions with business requirement documents and plans for creating interactive dashboards.
* According to the requirement for Profit analysis, have synthesized and translated data needs into creative visualizations using best practices of Tableau to maximize impact of dashboards.
* Synthesized and translated data needs into creative visualizations using best practices of Tableau to maximize impact of dashboards.
* Added value by creating innovative solutions in an iterative prototyping / agile type methodology that focuses on the Business need and the Business Value of the solution.
* Worked closely with the Data Architecture team and provided technical design recommendations on the data mart structures which supported analytical applications.
* Identified data issues and provided recommendations for resolution to ensure optimal performance.
* Aided in development, execution, and maintenance of reports for all data sources.
* Experienced in creating complex calculations using advanced features of Tableau.
* Identified key business metrics measurements and developed methods to represent data in support of the measurements.
* Analyzed the data which is in Salesforce and created detailed design documents.
* Built SQL queries, views required for the migration of reports from MicroStrategy to Tableau
* Analyzed the Micro strategy reports which use Salesforce as data source and replicated the reports on Tableau having AWS Redshift as data source.
* Created various dashboards based on the requirements using different charts such as Gantt, Bubble, Grouped Charts.
* Good experience in PL/SQL and ETL scripting and query optimization.
* Developed/Coded in Oracle Forms/Reports
* Maintained PL/SQL Packages, Stored Procedures and Database Triggers.
* Implemented advanced geographic mapping techniques and used custom images and geo coding to build spatial visualizations of non- geographic data using Java API scripting.
* Embedded Tableau reports/dashboards on to the external web pages.
* Connected from Tableau desktop and published the dashboards to the server.
* Extensively worked on data exploration, data cleaning methods using R
* Provide innovative solutions and deliver improved methods of data presentation by focusing on the Business need and the Business Value of the solution.
* Looked for opportunities to improve current processes or find efficiencies by applying industry best practices for BI development.
* Connected Tableau server to publish dashboard to a central location for portal integration.
* Actively involved in the creation of users, groups, projects, workbooks, and the appropriate permission sets for Tableau server logins.
* Experience in Developing Performance Dashboards, Score cards, Metrics, what if analysis, Prompts, Drills, Search (using Add-ons), Reports/Dashboards for all the functional areas
* Developed eCommerce sales strategy, forecast sales volume, and manage sales process for each category. Monitored daily sales(eCommerce) and built the dashboards.
* Tracked the sales through Google Analytics too.
* Set up documentation for policies & procedures (workflows) for: Administering the Tableau servers, Licensing, Types - Viewer; Interactor; Guest, Logs and Temporary Files, Report publication (from QA to PROD), What does the admin do?, What do users do?, Use policies, How to get started with Tableau as a User or Developer, Standards, Access policies, Approval process of who (guest, Group, etc.) can view what (workbook, Project, etc.)
* Developed predictive models using Python & R to predict customers churn and classification of customers.
* Maintained thorough and rigorous documentation related to all ETL changes, Metadata, database server configuration, operation, and database change management.
* Generated Test Cases for each specification in Requirement Specification Document corresponding to each module.
* Performed Parallel Testing or Production Testing, which ensures that the new system will perform correctly in a production environment and interface correctly with other production systems.

Environment: Tableau (Desktop/Server) 10/9.x, Google Analytics, eCommerce, MicroStrategy, Power BI, Alteryx 11, Salesforce, SQL Server, Oracle 11g, PL/SQL, Toad, R, SQL Workbench, Agile Methodology, AWS Redshift, Microsoft (Word, Access, Excel, Outlook).

Match.com, Dallas TX, USA August 2015 – January 2021

Sr. Tableau Developer / Sr. Data Analyst / BI Developer

Responsibilities:

* Worked with internal management and team members to understand and clarify reporting requirements / needs.
* Partnered with peers internal and external to the team to assess and recommend opportunities to derive additional Business Value out of existing Data Marts.
* Use advanced data visualization tools to provide an easy-to-understand interface for end users to quickly identify key themes within their data.
* Identify key business metrics measurements and develop methods to represent data in support of the measurements.
* Developing system integrations and process automation within the ServiceNow instance and other Information Services applications
* Creating Service Now reports and dashboards.
* Provide guidance and insight on data visualization and dashboard design best practices in Tableau.
* Creating customized Tableau Dashboards, integrating Custom SQL from Teradata and SQL Server, and performing data blending in reports.
* Performed development activities from gathering requirements and designing solutions, through developing code / reports, to testing and release / deployment.
* Created extract files for improving the performance. Used different Mark types and Mark properties in views to provide better insights into large data sets. Created various types of charts to provide better visualization.
* The data source is Hadoop data and used this for reporting.
* Stretched Tableau limits to create unconventional Tableau charts such as Grouped Bar Charts, Donut Charts, Bar-in-Bar Charts, Gantt Charts, Bubble Charts, Histograms, Bullets, Heat maps and logical calculations to create groups.
* Created metrics, attributes, filters, reports, and dashboards created advanced chart types, visualizations, and complex calculations to manipulate the data.
* Implemented advanced geographic mapping techniques and used custom images and geo coding to build spatial visualizations of non- geographic data using Java API scripting.
* Embedded Tableau reports/dashboards on to the external web pages.
* Provide innovative solutions and deliver improved methods of data presentation by focusing on the Business need and the Business Value of the solution.
* Looked for opportunities to improve current processes or find efficiencies by applying industry best practices for BI development.
* Generated graphs and reports using ggplot2 package in RStudio for analytical models.
* Actively involved in the creation of users, groups, projects, workbooks, and the appropriate permission sets for Tableau server logins.
* Experienced in Data lakes concepts, cross checking the existing history data and processing the transactional data.
* Good understanding of data lake approaches, industry standards and best practices
* Maintain thorough and rigorous documentation related to all ETL changes, Metadata, database server configuration, operation, and database change management.
* Generated Test Cases for each specification in Requirement Specification Document corresponding to each module.
* Performed Parallel Testing or Production Testing, which ensures that the new system will perform correctly in a production environment and interface correctly with other production systems.

Environment: Tableau (Desktop/Server) 10/9.x, Teradata, MS SQL Server, SQL, ServiceNow, Teradata, SQL Assistant, R, Java API, Putty, UC4, Hadoop, Microsoft (Word, Access, Excel, Outlook).

Overstock.com, Inc., Salt Lake City UT, USA October 2012 – August 2015

Sr. Tableau Developer / Sr. Data Analyst / BI Developer

Responsibilities:

* Gathered business requirements from end users, analyzed and documented the same for various reporting needs.
* Created views and dashboards based on requirements and published them to Tableau Server for Business and End User teams to be reviewed.
* Designed and developed mock-up Tableau Dashboards to explore options for visualization of data, presentation, and analysis.
* Served as a liaison between the business and the IT department by conducting weekly calls/meetings with stakeholders, developers, QA Team, UAT Team to document any changes and apply them to Tableau reports as needed.
* Created side by side bar chart comparison of Vendors who were into Retail along with profit revenue generated.
* Connected to Hadoop for data extraction, worked on Hadoop data.
* Worked with DBA to extract API data into SQL Server and connected to the same from Tableau for various reporting requirements.
* Generated Interactive Dashboards with Quick filters, Parameters and Actions to handle views more efficiently.
* Developed various dashboards, used Context filters, sets while dealing with huge volume of data.
* Used parameters and input controls to give users control over certain values.
* Created Bullet graphs to determine profit generation by using measures and dimensions data from Oracle and MS Excel.
* Created Data extracts for better performance of dashboards and accessing data offline.
* Scheduled data refresh on Tableau Server for weekly and monthly increments based on business change to ensure that the views and dashboards were displaying the changed data accurately.
* Integrated dashboards with live Connection in Microsoft PowerPoint.
* Blended data from multiple databases into one report by selecting primary keys from each database for data validation.
* Developed and reviewed SQL queries with use of joins clauses (inner, left, right) in Tableau Desktop to validate static and dynamic data for data validation.
* Created reports using Custom SQL for complex report views.
* Participated in weekly meetings, reviews, and user group meetings as well as communicating with stakeholders and business groups.

Environment: Tableau (Desktop/Server) 9.x/8.x, Oracle 11i, Toad, SQL Server, SQL BI Suite (SSIS, SSRS), Java API, SharePoint, MS Visio, Microsoft Office Suite (Word, Excel, PowerPoint).

Chemistry.com, Dallas TX, USA February 2012 – October 2012

Tableau Developer / Sr. Data Analyst

Responsibilities:

* Gathered business requirements from the business users and documented the specifications.
* Implemented Star Schema to fit reporting, query, and business analysis requirements.
* Created Derived metrics, Compound Metrics and Filters, Filter in a metric- for very complex reports.
* Involved in creating new Facts, Attributes and Attribute form expressions, Hierarchies as needed in the project.
* Created the design document, personalized the reports as per user requirements that included customizing and formatting.
* Created Intelligent cubes to reduce the database load and decrease the report execution by using the Cube Services
* Developed Dashboards in various formats, tables, gauges, and dials, for business analysis.
* Created Advanced Dashboards with panel stacks, complicated grids and graphs, customized widgets both in flash and Interactive modes.
* Developed reports, dashboards, SQL queries using Tableau.
* Synthesized and translated Business data needs into creative visualizations in Tableau.
* Performed Tableau administration tasks like creation of users, groups, projects, workbooks and permission sets for Tableau server logons and security checks.
* Assisted with best practices during implementation and integration of Tableau Platform
* Created several base formulas (mathematical expressions) using existing facts in MicroStrategy Agent that can be re-used to build any number of metrics.
* Provided various management levels with reports, analysis time series graphs and Bar Graphs using Micro Strategy Web
* Involved in moving the objects between two projects and two different environments by using Object Manager and resolve conflicts between environments by using conflicts resolution window.
* Involved in Administration tasks like creating users, assigning privileges, caching, specifying Query Governing Thresholds, and Report optimization.
* Played an important role in coordination with the entire team and managing the time estimates for the entire project.

Environment: MicroStrategy 9.x (Desktop, Web, Intelligent Server, Narrowcast Server), Oracle 10g, Tableau 7x, Informatica, SQL Server, SharePoint.