

DEEPIKA

Data Analyst

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PROFESSIONAL SUMMARY:

- **Over 7+years** of experience in the field of **Business/Data analysis, ETL Development, Data Modeling, Predictive Modeling, and Project Management.**
- Strong experience in **Business and Data Analysis, Data Profiling, Data Migration, Data Integration and Metadata Management Services and Configuration Management**
- Over 3 years of experience in **Data Modeling** with expertise in creating Star & Snow-Flake Schemas, FACT and Dimensions Tables, Physical and Logical Data Modeling using **Erwin and Sybase Power Designer.**
- Ability to collaborate with peers in both, business, and technical areas, to deliver optimal business process solutions, in line with corporate priorities.
- Experience in various phases of **Software Development life cycle** (Analysis, Requirements gathering, Designing) with expertise in documenting various **requirement specifications, functional specifications, Test Plans, Source to Target mappings, SQL Joins.**
- Proficient in using **SAS Base** and **SAS Enterprise Guide** to produce various reports, charts, and graphs.
- Experiences in **data mining, structured and un-structured** data analysis, and image data analysis, including feature extraction, pattern recognition, algorithm development, text mining, computer simulation, data modeling, databases design, model evaluation and deployment.
- Data Driven and highly analytical with working knowledge and statistical model approaches and methodologies (Clustering, Regression **analysis, Hypothesis testing, Decision trees, Machine learning**), rules and ever evolving regulatory environment.
- Proficient in recognizing **Star Schema and Snowflake Schema** and ODS design for modeling Information stockroom in Relational, Dimensional and multidimensional model.
- Strong Data Modeling background **utilizing ER chart, Dimensional information demonstrating, Star Schema demonstrating, Snow-piece displaying utilizing apparatuses like Erwin, Visio.**
- Good understanding of **Relational Database Design, Data Warehouse/OLAP concepts** and methodologies
- Experience in **Tableau** for **reporting and dashboarding** for enterprise applications.
- Strong Data Modeling background utilizing ER chart, Dimensional information demonstrating, Star Schema demonstrating, Snow-piece displaying utilizing apparatuses like Erwin, Visio.
- Well versed in Forward and Reverse Engineering standards.
- Implemented **Optimization techniques** for better performance on the ETL side and also on the database side
- Experience in creating functional/technical specifications, data design documents based on the requirements
- Excellent Communication, interpersonal, analytical skills and strong ability to perform in a team as well as individually.

Technical Skills

ETL TOOLS	: Informatica Data Quality, SQL * Loader, SSIS
DATA MODELING	: Erwin 4.0, Power Designer, Microsoft Visio 2003, ER Studio
DATABASES	: Oracle 9i, 10g, MS SQL Server, MS Access, Teradata
PROGRAMMING LANGUAGES	: SQL, MySQL, PL/SQL, SAS, UNIX
DATA VISUALIZATION	: Tableau, MS Excel
STATISTICAL SKILLS	: Data Analysis, Business Analysis, Agile methodology, Project Management, RP
REPORTING/DSS/ANALYSIS	: Business Objects 5.0, Tableau, SSRS, Crystal Reports, SharePoint
OPERATING SYSTEMS	: Windows and UNIX

PROFESSIONAL EXPERIENCE

Client: Akamai Technologies
Role: Business Operations Analyst
Location: Cambridge, MA

August 2019 – Present

Responsibilities:

- Create models for the business using Tableau to leverage to make strategic, data driven financial decisions.
- Analyze the data by performing Extraction, Transformation & Load function mentioned by clients to process and get the accurate feedback that includes cause for warnings & failures. Explain the cause for the loss of records when the data moves from import table to Transformation table.
- Create technical solutions to the needs by translating requirements and finding innovative resolutions.
- Involve in testing and validation of data sources for migrating its tables from existing CRM schemas to a new SFDC schema.
- Define scope of projects based on gathered Business Requirements including documentation of constraints, assumptions, business impacts & project risks. Strong background in support documentation. Analysis and review of Business Requirement Documents.
- Work with Developers and Program Management to create intelligence reports and visualizations.
- Develop test plans and assisted in System Integration Testing (SIT).
- Troubleshoot data issues, validate result sets, recommend, and implement process improvements.
- Create complex formulae and calculations within Tableau to meet the needs of complex business logic.
- Responsible for analysis and data management in support of the various functional organizations within the division.
- Provide data intelligence by designing and building intuitive dashboards and data sources by leveraging enterprise reporting systems.
- Conduct requirement gathering sessions, feasibility studies and organizing the business requirements in a structured way.
- Involved in creating charts and graphs of the data from different data sources by using Matplotlib and SciPy libraries in python.
- Applied concepts of R-squared, R.M.S.E, P-value, in the evaluation stage to extract interesting findings through comparisons.

Environment: Tableau, Oracle SQL, MS Visio, SQL Server, MS Excel, PowerPoint, T-SQL, Python, JIRA, Confluence, MS Access

Client: Blackboard
Role: Data Analyst
Location: Phoenix, AZ

July 2018 – August 2019

Responsibilities:

- **Modify** the instance and **purge** (i.e. Clearing the data from the database) the data required by the specific client to get the clean validation pass for the files submitted.
- Perform **Regression testing** i.e. finding the loopholes or bug in the tool by building up the test data as per the test cases which is then sent to development team to develop a software patch for that, in order to fix the issue. Experience working with large amounts of data: facts, figures, and number crunching.
- Present findings or translate the data into an understandable document. Write and speak clearly, easily communicating complex ideas. Ability to look at the numbers, trends, and data and come to new conclusions based on the findings.

- Proficient in statistical **Modeling techniques (Linear, and Logistics)** in Forecasting/Predictive Analytics, Segmentation methodologies, **Regression- based models, Hypothesis testing.**
- Involved with Data Analysis Primarily Identifying Data Sets, Source Data, Source Meta Data, Data Definitions and Data Formats.
- Visualizing the data with the help of box plots and scatter plots to understand the distribution of data using Tableau, Python libraries.
- Involved in exhaustive documentation for technical phase of the project and training materials for all data management functions
- Conducted major stakeholder interviews involving SME's, Business Analysts and other stakeholders
- Perform exploratory data analysis, statistical analysis and build visualization report on ultra-learn data to understand instructor behavior patterns on grading.

Environment: PowerPoint, MS Visio, SQL Server, MS Excel, MySQL, T-SQL, Tableau, Python, Jeera, MS Acces

Client: Bed Bath & Beyond

July 2016 – June 2018

Role: Data Analyst

Location: Union, NJ

Responsibilities:

- Liaising with end-users and 3rd party suppliers. Analyzing raw data, drawing conclusions & developing recommendations Writing SQL scripts to manipulate data for data loads and extracts.
- Developing data analytical databases from complex financial source data. Performing daily system checks. Data entry, data auditing, creating data reports & monitoring all **data for accuracy. Designing, developing** and implementing new functionality.
- Responsible for defining the functional **requirement documents for each source** to target interface.
- Documented, clarified, and communicated requests for change requests with the requestor and coordinate with the development and testing team.
- Worked collaboratively with appropriate Tech teams to manage security mechanisms and data access governance.
- Involved in Data warehouse and Data mart design. **Experience with various ETL**, data warehousing tools and concepts.
- Normalized the database up to 3NF to put them into the star schema of the Data warehouse.
- Performed ad-hoc queries by using SQL, PL/SQL, MS Access, MS excel and UNIX to meet business Analysts' needs.
- Developed, monitored the workflows and responsible for performance tuning of the staging and 3NF workflows.
- Documentation involved design docs, sop, mapping specifications and process flowcharts etc.
- Involved in quality assurance to ensure quality, validity and accuracy of data across the servers.
- Worked with project team representatives to ensure that logical and physical ER/Studio data models were developed in line with corporate standards and guidelines.
- Perform data cleaning and analyzing historic data to identify best target for acquisition, determining cross-sells and preventing customer churn.
- Scheduled monthly reports for executives and customer representatives for various categories and regions based on business needs using SQL Server Reporting services (SSRS).
- Collaborated with cross-functional departments to establish, monitor and drive Key Performance Indicators (KPIs).
- Created Tableau dashboards developing visual data models to spot trends and identified issues for internal operational and distribution teams.

Client: Shutterfly, Inc.

April 2015 – June 2016

Role: Data Analyst

Location: Tempe, AZ

Responsibilities:

- Created interactive Dashboard using PowerBI for key Performance Indicators for business by connecting various data sources like Excel and SQL Database.
- Involved in defining the **source to target data mappings**, business rules, business and data definitions.
- Interact with computer systems end-users and project business sponsors to **determine, document, and obtain signoff on business requirements.**
- Document **data quality and traceability** documents for each source interface
- Delivered Interactive visualizations/dashboards using ggplot and Tableau to present analysis outcomes in terms of patterns, anomalies and predictions.
- Responsible for working with stakeholders to troubleshoot issues, communicate to team members, leadership and stakeholders on findings to ensure models are well understood and optimized.
- Contributed implementing models to identify, extract, summarize, and reduce or categorize the relevant qualitative financial input information like sentiment/feedback/news according to specific structures (templates) from a source text (digital news) to support decision making.
- Wrote DDL and DML statements for creating, altering tables and converting characters into numeric values.
- Worked with MDM systems team with respect to technical aspects and generating reports.
- Worked with data compliance teams, team to maintain data models, Metadata, data Dictionaries, define source fields and its definitions.
- Developed a Conceptual Model and Logical Model using Erwin based on requirements analysis.
- Created SSIS package to load data from Excel to SQL server using connection manager.
- Translated business concepts into XML vocabularies by designing XML Schemas with UML.
- Worked in importing and cleansing of data from various sources like Teradata, Oracle, flat files, with high volume data

Client: Key Bank

April 2014– March 2015

Role: Data Analyst

Location: Cincinnati, OH

Responsibilities:

- Data cleaning, Data wrangling, manipulation, and visualization. Extracted data from relational databases and perform complex data manipulations. Also conducted extensive data checks to ensure data quality.
- Extensively used V-LOOKUP'S, Pivot tables and Excel functions and worked on creating Pivot graphs, reports and dashboards.
- Combined cross-functional technology and business skills with creative vision to create impactful and engaging websites for sale, supporting operational launch and growth across various industries.
- Wrote complex SQL queries for validating the data against different kinds of reports generated by Cognos.
- Created Tableau scorecards, dashboards using stack bars, bar graphs, scattered plots, geographical maps, heat maps, bullet charts, Gantt charts demonstrating key information for decision making.
- Performed Exploratory Data Analysis, Data Wrangling and development of algorithms for data mining and analysis.
- Performed Data Profiling, Data Cleansing, De-duplicating the data and has a good knowledge on best practices.
- Involved in the creation, maintenance of Data Warehouse and repositories containing Metadata.
- Redefined many attributes and relationships in the reverse engineered model and cleansed unwanted tables/columns as part of data analysis responsibilities.
- Developed and maintained data dictionary to create metadata reports for technical and business purpose.

- Worked at conceptual/logical/physical data model level using ERwin according to requirements.
- Implemented ETL techniques for Data Conversion, Data Extraction and Data Mapping for different processes as well as applications.
- Optimized and updated UML Models (Visio) and Relational Data Models for various applications.
- Enforced referential integrity in the OLTP data model for consistent relationship between tables and efficient database design.
- Analyzed the data which is using the maximum number of resources and made changes in the back-end code using PL/SQL stored procedures and triggers
- Monitored the Data quality and integrity of data was maintained to ensure effective functioning of department.

Client: Kaiser Permanente

July 2013- April 2014

Role: Data Analyst

Location: Pasadena, CA

- Creation of Teradata BTEQ, fastLoad, Fast export scripts and UNIX shell scripts to perform the fulfillments Creation of Tables, Views to fulfill the business needs and support the Production systems with day to day activities and support the performance issues.
- Developed SQL, BTEQ (Teradata) queries for Extracting data from production database and built data structures, reports.
- Used the MS Excel, MS Access for data pulls and ad hoc reports for analysis.
- Performance tuning and Optimization of large database for fast accessing data and reports MS Excel
- Unix, Oracle, Teradata being used for data transformation
- Reports generated for various departments like Tele Marketing, Mailing, New Accounts by using SQL, BTEQ, Ms Access, Unix
- Ad-hoc reports developed using Oracle, SQL, and UNIX.
- Performed in depth analysis in data & prepared weekly, biweekly, monthly reports by using SQL, SAS, Ms Excel, Ms Access, and UNIX.
- Extensively used excel and VBA to generate reports
- Created and manipulated datasets using SAS, Access, and Excel.
- Designed and implemented SQL queries for QA Testing and Report / Data Validation
- Assisted in preparing BRDs, FRDs, and Test Cases.
- Design Extract Transform load (ETL) procedures for data import and Manipulation.
- Worked with data modelers and assist them in verifying and validating the relationships between tables using Teradata SQL assistant.
- Execution, Maintenance & Debugging of SAS scripts to update the Teradata Tables
- Utilized ODBC for connectivity to Teradata & MS Excel.
- Good experience in identification and requirements gathering as per the business requirements via meetings, interviews, interface analysis, research, etc.
- Experience in documentation of business requirements and system functional specifications in the form of Use Cases.

Info Edge (India) Limited, India

Sept 2011- June 2013

Data Analyst

Responsibilities:

- Generated SQL scripts to extract relevant data and developed SSIS packages for data migration.
- Performed the Data Accuracy, Data Analysis, Data Quality checks before and after loading the data.
- Written SQL Scripts and PL/SQL Scripts to extract data from Database and for Testing Purposes.

- Created T/SQL statements (select, insert, update, delete) and stored procedures.
- Generated Data dictionary reports for publishing on the internal site and giving access to different users
- Produced report using SQL Server Reporting Services (SSRS) and creating various types of reports.
- Worked on Data Mining and data validation to ensure the accuracy of the data between the warehouse and source systems.
- Assisted Reporting developers in building Reports using Crystal Reports.
- Performed ETL data management by developing code scripts with statistical programs SQL, Tableau,
- Used SAS to mine, alter, manage and retrieve data from a variety of sources and perform statistical analysis.
- Involved working on different set of layers of Business Intelligence Infrastructure.
- Created financial models using Excel Pivot Tables and formulas to develop best and worst case scenarios
- Designed and developed Ad-hoc reports as per business analyst, operation analyst, and project manager data requests.

Environment: SQL, PL/SQL, OLAP, OLTP, UNIX, SSIS, Ms Excel 2013, SSRS, T-SQL, SAS, Tableau 8.1.