**SMITHA BASAVARAJU Contact Details:**

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**Summary of Professional Experience**

15+ years of professional software experience in design, development and implementation of various data warehousing and BI applications using AWS Cloud services Like Redshift.

Agilisium Private Limited – June 2018 – Till Date

DXC (Formerly Hewlett Packard – HPE) EC- Bangalore. Apr 2011 – June 2018

IBM India Pvt Ltd, Bangalore Sep 2010 – Apr 2011

Hewlett Packard (HP), EC- Bangalore. May 2008 – Sep 2010

Sonata Software Limited, Bangalore. Aug 2005 – May 2008

**Technical Skills**

**Environment:** Windows NT / 2000 / XP / 2003/2008/Vista

 MS Visual Studio 2003 / 2005 /2008,

MS SQL Server 2005/2008/R2, Oracle 10g

**Tools:** AWS Services, Redshift, Snowflake

Snaplogic, Python

Databricks

Google Big Query

Tableau Reporting

Power BI

MS SQL Server 2005/2008/R2/2012 Analysis Services & MDX

MS SQL Server 2005/2008/R2 Reporting Services & TSQL

MS SQL Server 2005/2008/R2/2012 Integration Services

**Education**

* **Bachelor of Engineering** **(IS)**, VTU Bangalore 2001-2005

**Achievements**

* Certified in AWS solution Architect – Associate from AWS
* Certified in Databricks – Sparks 2.0
* Certified in Power BI – EDX courses
* Awarded twice as part of quarterly “e-Award” for key contribution to project in HP
* Received appreciation e-mails from Client in Sonata, HP and IBM
* Award for best team of the quarter in Sonata

**Details of Professional History**

**UMG – CRM Marketing Analytics**

Was actively involved in refining and identifying the data sources and collating the data sources into single view to be extracted for Lytics platform. Lytics is 3rd party marketing tool which allows us to build personalized marketing experience and create segments and topics based on which campaigns can be conducted.

**Environment:**

Google Big Query, Lytics

**Responsibilities:**

* Team Management and co-ordination with business on business requirements
* Design and development of extraction of data, enrichment from data streams and create process for upstream process – Lytics

**Agilisium CTO Org Lab Initiatives**

Agilisium CTO Org Lab group involves in evaluation of the new technology and their services. Being part of this group, was assigned below responsibilities.

**Environment:**

AWS Services, Redshift, Snowflake

**Team Size: 3**

**Responsibilities:**

* Redshift RA3 vs DS2.XLarge performance and Cost benchmarking for TPC-DS
* Design and Develop Redshift optimization tool, to identify the current design and refine the environment with best practices in terms of WAF pillars of AWS
* Performance benchmarking of Snowflake vs Redshift using TPC-H dataset
* Actively involved in writing technical blogs on AWS services and Redshift
* Actively participated in Technical webinar – on Cost optimization for Redshift

**UMG - RDW**

Migration of Oracle royalty’s application to AWS Redshift. The application was split into modules and was migrated from Oracle servers to redshift, the schema was converted using AWS Schema conversion Tool and ETL pipelines were developed using snaplogic pipelines.

**Environment:**

AWS Redshift, Oracle 10X, Business Objects, AWS Quicksight, SnapLogic

**Responsibilities:**

* Team Management and co-ordination with business on business requirements
* Design and development of ETL process for RDW using SnapLogic
* Design and development of Redshift Database – Schemas, Conversions, Views, Procedures, Pipelines etc

**Corsair**

Migration of SQL server to AWS redshift.

**Environment:**

MS SQL Server 2012DB, Analysis Services, Reporting Services, AWS Redshift, AWS Quicksight,

**Responsibilities:**

* Team Management and co-ordination with business on business requirements
* Design and development of ETL Insurance analytics for corsair

**Protective Life - US**

Protective Life Corporation is a financial service holding company in Birmingham, Alabama.

**Environment:**

AWS Redshift, Data Pipeline, Analysis Services, Tableau, SnapLogic

**Responsibilities:**

* Team Management and co-ordination with business on business requirements
* Design and development of ETL Insurance analytics for Annuities and Life Policies
* Design and development of pipelines for Life Policies

**Business Operations HP Bangalore**

Been part of IT team of HP Business operations, in terms of managing and providing solution for the adhoc issues raised by the users wrt to Waft, travel portal and Dashboard.

**Environment:**

MS SQL Server 2005/2008 DB, Integration Services, Analysis Services, Reporting Services

**Responsibilities:**

* Migration of servers along with hosted applications.
* Team Management
* HP Separation Project for Waft and travel portals
* Design and development of OLAP for HP Utilization Dashboard
* Maintenance of Waft and Travel Portal and other operations site
* Maintenance of Daily loading of data for web-based Application

**Universal Music Group (UMG), USA**

Universal Music Group is world’s largest music content company. UMG DW Project involved in loading music records sales in terms of Physical, digital, Online streams etc.

The project also involved in reporting application which helps in tracking the top artists/tracks/albums for the week.

**Environment:**

MS SQL Server 2005/2008 DB, Integration Services, Analysis Services, Reporting Services

**Responsibilities:**

* Migration of DB2 DW to SQL Server.
* Design and development of OLAP for Market Intelligence
* Maintenance of cubes from DB2 database source to SQL Server DW
* Maintenance of Daily loading of data for web-based Application

**ABB PIP DW, Switzerland**

ABB PIP DW project involved the consolidation of multiple sources – Nextra and CCP (Oracle transaction system) into a single view data warehouse. The reports are developed using the consolidated database.

**Environment:**

MS SQL Server 2008 DB, Integration Services, Reporting Services

**Responsibilities:**

* Involved in the gathering of the report requirements , Provide mockup reports

**Pro-curve BI, USA**

HP ProCurve Networking is the [networking](http://en.wikipedia.org/wiki/Computer_network) division of [HP](http://en.wikipedia.org/wiki/Hewlett-Packard). They [produce](http://en.wikipedia.org/wiki/List_of_Hewlett-Packard_products) a line of [network switches](http://en.wikipedia.org/wiki/Network_switch), [wireless access points](http://en.wikipedia.org/wiki/Wireless_access_point), [WAN](http://en.wikipedia.org/wiki/Wide_area_network) [routers](http://en.wikipedia.org/wiki/Router), and Access Control Servers/Software sold under the "HP ProCurve Networking" brand name. ProCurve is the world's second-largest vendor of networking switches based on port count and revenue. Procurve BI involved in creating EDW for different domains like Supply Chain, Finance, Sales Forecast, Sales Performance, Product Warranty, Forecast Planning, Orders Shipment and Revenue, Customer Escalation Management

**Environment:**

MS SQL Server 2008 DB, Informatica/Integration Services, Analysis services, Reporting Services, Pro-clarity, BO, Oracle 10g

**Responsibilities:**

* Interaction with Business for detailed understanding of reporting requirements
* Design of the data warehouse solution – OLAP and Reports
* Development of the Cube and Reports
* Review of the entire solution and provide feedback
* Documentation
* QA Lead for the project
* VSS administration

**Workforce Central - Reporting Solution for KRONOS, USA**

Kronos is US based Product Company, which provides Workforce management solutions. . Kronos is a report conversion project from Crystal Reports 9 to Microsoft SQL Server Reporting Services 2005/Redesign of the existing reports and development of new reports based on the requirements. The objective of the project was to find the best approach to convert the crystal reports with better performance and design using reporting Services.

**Environment:**

MS SQL Server DB, MS Reporting Services, Crystal Reports, C#, Visual Source Safe

**Responsibilities:**

 **Onsite:**

* Interaction with Business for detailed understanding of reporting requirements
* Mockup of reports
* Point of contact between offshore and onsite team
* Understanding of the various source systems/existing reports
* Create report design document and test case document
* Support during UAT of reports
* Development and Testing of reports

**Offshore:**

* Worked as a technical lead for the project
* Understanding of the complexity of the report based on query/SP and mockup.
* Designing and development of reports using Reporting Services 2005.
* Implementing business logic in custom code using C#.
* Performance Fine Tuning of the Reports.
* Peer Reviewing and Testing of Reports.
* Integrating the report with the Workforce Management Product and Testing of the report
* Interaction with customers in Daily Status Call and discuss the report issues or constraints
* Preparing and Reviewing of design documents, Issues documents and report deviation documents.
* Reviewing all the artifacts before release

**HP HOOD, USA**

HP Hood is one of the largest dairy products manufacturing company based in Boston, USA. Their existing data warehouse was built using the Showcase tool set hosted on AS 400 platform. They are currently moving towards a new analytics solution using Microsoft Business Intelligence tool set to provide better reporting capability and accommodate some changes in business rules.

The various modules include Finance, Accounting Scenario, Pricing, Distribution and AR.

**Environment:**

MS SQL Server 2008 DB, Integration Services, Analysis services, Microsoft office Excel 2007, Report Model 3.0.

**Responsibilities:**

* Played the role of Onsite developer and understanding of business process and existing AS 400 BI Solution for Pilot
* Capturing the requirements to prepare the System Requirements Specification document
* Prepared the Dimension modeling document by understanding client’s business and identified Dimensions, Measures, Hierarchies
* Understanding of existing Excel based reports, in order to create the report from UDM also involved in creation of Report Specification Document

**GXS – BI, USA**

**Description:**

GXS is a leading worldwide provider of business-to-business EDI and supply chain integration, synchronization and collaboration solutions. Order Lifecycle Visibility (OLV) application enables users (Buyers or Suppliers) to centrally manage all the sourcing-related activities allowing easy, timely and systematic sharing of order and shipment-related information. This BI solution extends the OLV application to provide Supply Chain Intelligence which will provide a series of dashboards/scorecards for OLV hubs (initially) to use in managing their e-commerce programs.

**Environment:**

MS SQL Server 2005 Integration Services, MS SQL Server 2005 Analysis Services, MS SQL Server 2005 Reporting Services, Dundas charts and gauges, MS Visual Studio 2005 - ASP.Net

**Responsibility:**

* Involved in proposal and requirements collection
* Design of the solution
* Review of the implemented solution

**Epicor – Crème,USA**

**Description:**

This project was the Proof of Concept to convert Crystal to Reporting Services Report.

This Project involved in understanding of crystal report and replicates the same using reporting services. Since the reports were to be globalized for French and Spanish, the project also involved in creation of French and Spanish resource files and C# based assembly file.

**Environment:**

MS SQL Server 2005 Reporting Services, Crystal Reports, C#

**Responsibility:**

* Understanding of existing reports
* Design and development of assembly files for globalization of report labels in French and Spanish
* Development of the reports

**Trade-point – CRÈME, USA**

**Description:**

Trade-point is Canada based electronic company which provides online site to buy and sell Products. Trade-point –CRÈME is a report conversion project from Crystal Reports 9 to Microsoft SQL Server Reporting Services 2005. The objective of the project was to find the best approach to convert the crystal reports with better performance and design using reporting Services. The challenge in this project was the existing features in crystal report had to be maintained.

**Environment:**

MS SQL Server 2005 Database, MS SQL Server 2005 Reporting Services, Crystal Reports

**Responsibility:**

* Understanding the existing reports
* Design the reports in reporting services
* Verifying and validating the report
* VSS Administration and Documentation
* Coordinate with the client and help in deployment

**Microsoft CRM 3.0 Analytics Foundation**

**Description:**

MS CRM 3.0 Analytics solution helps executives and managers of organizations today to face the increased competition and market expectations. In order to respond quickly to business changes and make well-informed decisions, they need real-time access to the health of their business delivered in an easy to understand way.

SQL Server 2005 UDM cubes are built on top of Microsoft Dynamics CRM 3.0 data and KPIs in the cubes are exposed using Business Scorecard Manager (BSM). BSM scorecards are then delivered through a SharePoint web portal. Executives can now access a graphical view of the health of their business right from their desktops and drill down to progressively more detailed views of the data to answer questions about the performance of the business.

**Environment:**

MS CRM 3.0, MS SQL Server 2005 Analysis Services, MS SQL Server 2005 Reporting Services, Office Business Scorecard Manager 2005, MS Visual Studio 2005

**Responsibility:**

* Involved in Requirements gathering and Design
* Development of Cubes, Reports and Scorecards
* Testing of the Cubes, Reports and Scorecards
* Documentation

**CPG Analyzers Framework**

**Description:**

Analyzers Framework is a complete BI solution for companies in CPG domain. It covers Promotions, Sales, Finance and Procurement functional areas. The framework reduces the effort and cost involved in development of BI application based on traditional approach, by more than 60%. For the first release the dimensional model is tailored to work on Axapta as the ERP system. Later it will be integrated with other ERP systems also. The project involves designing the dimensional model, developing ETL packages, building multidimensional cubes and reports. The framework provides end users with dashboards depicting the state of the department and high level as well as detailed granular reports.

**Environment:**

MS SQL Server 2005 Integration Services, MS SQL Server 2005 Analysis Services, MS SQL Server 2005 Reporting Services, Windows SharePoint Services 2.0 / Microsoft SharePoint Portal 2003, MS Visual Studio 2005

**Responsibility:**

Involved in Architecture, Design, Development, and Documentation throughout the life cycle of the project

**Other Skills**

Exposure to pre sales activities like Proposals, demos, POCs

Experienced in leading teams and client interaction

Mentor /Training on SQL Server 2008

Ability to learn fast, good team player

Fully aware of SDLC and possess sound knowledge about the practices to be followed for a sound product development.

**Personal** **Details**

Date of Birth: 18-10-83

Marital Status: Married

Languages Known: Kannada & English

Permanent Address: #72, 1st “C” Cross Road, 5th Block

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