VYSHAKH VENUGOPALAN 🔗

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TECHNICAL SKILLS
Key Skills: Requirement Gathering, Data Analysis, Data Mining & Warehousing, Business Intelligence, Marketing Analytics, Big Data
Databases & Languages: SQL, MSSQL, SAP HANA, Teradata, Hive SQL, Hadoop Ecosystem, Big Query
Tools & Technologies: SAP Information Steward, Tableau, xPression, Excel, MS Visio, MS Project, Google Cloud, ETL, Salesforce

CERTIFICATIONS
Tableau Desktop Specialist, Tableau, April 2020

EXPERIENCE
Sony Corporation (GSPANN Technologies)   Milpitas, CA | Paramus, NJ
Business Analyst – Sony Rewards   August 2019 - Present
- Lead the ETL development team in successfully migrating the ETL flows that contained financial data from third-party vendor's cloud instance to Sony's AWS cloud instance.
- Simplified the ETL flows and improved the processing time by 50% and made sure downstream SaaS platforms like Salesforce Commerce cloud and Service cloud were running without errors.
- Managed priority, scope and quality with onshore and offshore agile delivery teams, meeting 90% of project commitments on time; communicated client's business requirements by documenting and constructing easy-to-understand data flow models.

Macys.com (GSPANN Technologies)   San Francisco, CA
Systems Analyst – Data as a Service (DaaS)   September 2018 – August 2019
- Lead a team to design the best in class Marketing Advertisement System (MAS) for Macy's Marketing Technology organization; guided process optimization towards better visibility for marketing effectiveness.
- Steered the successful migration and data model optimizations from legacy IBM DB2 to Google Big Query within 16 weeks for MAS; collaborated with product managers and data engineers to implement complex business use cases.
- Conducted deep-dive analysis of as-is state and architected the to-be state for the data lake; created Source to Target mapping (STM) with column transformations to facilitate efficient summarization for reporting and analysis.
- Established data governance standards and at source data cleansing automation for the MAS application to provide a robust and high-quality reporting ecosystem.
- Built self-serve analytics reporting dashboards for showcasing sales and inventory information across US; thus, empowering business with real-time data and reducing ad-hoc requests by 70%.

Kohl's Corporation (GSPANN Technologies)   Milpitas, CA
Data Analyst – Big Data Engineering   May 2017- August 2018
- Gathered requirements with various stakeholders on how EDW (Teradata) feeds into Customer Intelligence Appliance (CIA) to understand the process flow to migrate EDW sources to Google Cloud Platform (GCP) and presented the results.
- Lead the data transformation journey & assisted in building the eco system for Ecommerce sales analytics within 24 weeks.
- Identified the root cause that the team was facing and presented the team with an in-depth analysis that helped release blockers for a production issue; involved in post-production validation after go-live.
- Utilized SQL query skills extensively to perform data manipulations and data analysis to derive actionable metrics such as Net Charged amounts and Demand Sales amounts.
- Created Entity-Relationship (ER) diagram & Data Flow Diagram (DFD) for 'Profile' subject area by indulging in rigorous analysis that helped the developers understand the relationship among different tables and to understand the flow of data.

Lam Research Corporation (GSPANN Technologies)   Fremont, CA
Data Analyst – Global Information Systems   July 2015- May 2017
- Created footprint diagram for 'Lab360' and 'FastLab' for business stakeholders highlighting the flow of data within application.
- Worked on SAP Landscape Transformation process (SLT) to provision data from SAP ECC system to SAP HANA.
- Enabled data profiling strategy using SAP Information Steward to successfully overcome data issues.
- Helped build metadata matrix for the migrated tables as a source for the data dictionary.

Integrated Device Technology, Inc.   San Jose, CA
Purchasing Intern- Supply Chain   July 2014- Sept 2014
- Modeled a percentage-based vendor selection matrix using per capita revenue of IDT's sub-con suppliers.
- Analyzed the ratio of IDT's revenue against its key suppliers and determined leverage to assist in manufacturing and planning decisions that helped in reducing costs by 40%.

Cognizant Technology Solutions   Chennai, India
Program Analyst Trainee   May 2012- May 2013
- Awarded Project Spot recognition for excellent performance in research field from client for utilizing database, xml concepts to create dynamic reusable templates and helping reduce manual effort by 50%.

EDUCATION
Master of Science in Information Systems (MSIS) – *Santa Clara University*   June 2015
B. Tech in Computer Science & Engineering – *Amrita Vishwa Vidyapeetham University*   May 2012