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PROFESSIONAL SUMMARY:

- Tableau, Google Analytics Certified professional with 5years of experience in BI reporting (Tableau, Google PLX, Data Studio), ETL, Data Modeling, Databases including Big Data Technologies (Hadoop, Hive) and Data warehouse
- Experience in building regulatory and financial reports, Sales and advertisement reports, Email Campaign KPI reports and social media reports
- Expertise in data management for Marketing, Financial services and Health Care clients
- Experienced in working with sales funnel, analysis, marketing attribution and measuring marketing campaign KPI's
- Experience in Sales Force CRM to track lead generated opportunities to perform analysis on lead scoring using MQL's and SQL's funnel.
- Expertise in overall SDLC including requirement gathering, development, testing, debugging, deployment, documentation and production support
- Experienced consultant with working experience in Google Big Query, Tableau, Informatica Power Center
- Designing and analyzing A/B and multivariate tests to drive customer growth and retention
- Expertise in OLTP/OLAP transaction systems, Analysis and developing database schemas like star schema and snowflake schema used in relational, dimensional and multidimensional modeling
- Experience in creating complex SQL based reports using Big Query, HIVE
- Ability to manage and deliver results on multiple tasks by effectively managing time and priority constraints
- Good analytical and problem-solving skills

TECHNICAL SKILLS:

Visualization Tools: Tableau, Google PLX, Data Studio, Power BI(Training)
ETL: IBM Infosphere Data stage, Informatica PowerCenter, IDQ and Analyst
Scheduler: Autosys, Google PLX scheduler
Data Sources: Marketo, Salesforce, SAP HANA, Mainframes
CRM: Sales Force Cloud
Database: Oracle, SQL Server, SAP HANA, Google Big Query , Hadoop Hive
Project Management: Asana, JIRA
DMP: Google Analytics
Others: Microsoft Excel, Google sheets, HP ALM, Google Buganizer

EDUCATION:

Master of Science in **Engineering Management** at International Technological University
Bachelor of Technology in **Information Technology** at Anna University

CERTIFICATIONS:

Tableau – Desktop Specialist
Collibra – Expert Level 1
Google Analytics Individual Qualification

WORK EXPERIENCE:

Deloitte Consulting LLP   **Sep 2017 – Present**
San Jose, CA
Strategy and Analytics Consultant

Client: Google Cloud, Santa Clara, CA
Role: Lead Business Analyst
Project:
Generating **Email Campaign** KPI insights and growth opportunities contents for leadership based on awareness, marketing sales prospects and adoption metrics by which client defines the Objective and Key Results for Google Cloud Marketing to drive growth and taking informative business decisions.

Analyzed customer funnels for various GCP products to predict the behavior of customer regarding complexities on using the products

Automated Reports: Automated reports capturing monthly line of business insights reporting for all the GCP products **for each region** that are shared with **regional leads and teams** which saves ample amount of time

Funnel Analytics: Analyze the entire journey of prospect customers for GCP with marketing perspective and providing insights on prioritizing customers for sales funnel to improve the overall model

Time series forecasting: Applying time series forecasting models to forecast number of new Email Campaigns that can be scheduled per region within the governance rules for future months

Job duties:

- Created SQL scripts to generate reports (Google PLX) to analyze various email marketing metrics like CTR, CTOR, OR according to the requirements to predict recommendations for users
- Automated recurring reports capturing monthly line of business insights reporting for all the email campaigns
- Used Sales Force to track leads, opportunities, MQL's and SQL's conversion rates, and help the leadership with lead scoring analysis.
- Inform, influence, support and execute product and marketing decisions by leveraging data, deriving key insights about user behaviors and systems in the client product ecosystem
- Build dashboards and tools that allow senior leadership and cross-functional partners to explore and make data backed decisions
- Created automated scripts that refresh multiple times a day/week/month depending on use case
- Utilize advanced visualization techniques such as line graphs, dual axis charts to present data
- Ongoing maintenance of data pipelines which aggregate raw log level data into condensed usable data. Scripts written in SQL and Big Query and automated using shell scripts
- Partner with data engineering to resolve issues with raw data and ensure quality, accurate data is available for the organization
- Analyze growth and product level engagement of client's user base and perform data analysis and create data-driven analytical models for business intelligence and marketing strategies
- Responsible for maintaining sub-components of code, re-factor and ensure zero down time and performing root cause analysis

Technical Environment: Google PLX, Google Big Query, Marketo, Orion, Asana, SQL, Google 3(g3), Sales Force Cloud Marketing, Sales Force CRM, Google Analytics

Client: Transamerica, Cedar Rapids, IA
Role: Sr. Data Quality/Business Analyst

Manage data quality initiative for Transamerica insurance firm. The objective of this initiative is to provide a data modernization project by processing the critical data elements via data governance process.

Role:

- Design, develop, test, and maintain Tableau functional reports for finance and operation teams based on user requirements
- Created dashboards for analyzing the client demographic data with quick/context/global filters, parameters and calculated fields that allowed to track and improve customer KPI
- Create standard monthly reports which helped the stakeholder understand new product launch, promotion effectiveness, trend detections, seasonal forecasting to make key business decisions
- Demonstrated translate a question into a visualization which provides key insights and empowers decision makers
- Designed and built the exception management process, which uses HIVE/SQL to fetch and generate reports on HIVE tables
- Worked on multiple map reduce jobs to perform data cleaning, data profiling and preprocessing using Informatica IDQ
- Responsible for design and standards consideration for data profiling

- Experienced on loading large sets of structured, semi structured and unstructured data and performed importing and exporting data into HDFS and Hive using Sqoop

Technical Environment: Informatica Data Quality 10, Aqua Data Studio, Informatica Analyst, Hadoop Hive, Oracle DB, Collibra, Tableau 10

Client: Baxter, Chicago, IL
Role: Lead ETL Developer

Aim of this project is to pull the data from CDC subscription views, then apply business rules to populate it to the Data warehouse and DataMart to generate reports

Role:

- Managed onsite and offshore team of 8 members
- Created functional, interface and unit testing documents
- Provide end-to-end feasibility and estimates for complex customer change requests
- Managed SIT and UAT testing process
- Prepared the implementation and migration plan for production migration
- Coordinated with cross functional team members for dependencies

Technical Environment: IBM Infosphere Data stage 11.5, Oracle DB, UNIX, Control-M, and SVN

Tekforce Corp   **Aug 2015 – Jan 2017**
Fremont, CA
Client: Wells Fargo, Fremont, CA
Role: Sr. ETL Developer

Project: 1 - Data Quality and Solutions (DQS)

Data Quality and Solutions project initiated under WIIP to develop and implement Governance Framework and build Process and Technology solutions to improve data quality for Wholesale

Responsibilities:

- Worked closely with the business community on documenting the business requirements (BRD) into functional specification document (FSD) as well as preparing technical ETL design documents
- Built data profiling, integration rules, data mapping, data flow document for the development team to work
- Developing and testing complex ETL mapping involving business as well as computational logic using various Informatica transformations
- Worked with the QA team to resolve and fix the defects
- Provided support for SIT (System Integration Testing), UAT (User acceptance Testing) and production implementation
- Created visualization reports to showcase the Mortgage Customers data by State using Tableau

Project: 2 - Information HUB (IHUB)

Information Hub (iHub) is a Data Aggregator system built on Oracle platform being developed as part of the Wholesale Information Improvement Program (WIIP) initiative established to improve Wells Fargo Wholesale's ability to respond to risk management (incl. regulatory) requirements, serve its customers and grow revenue. Information Hub (iHub) is the platform for delivering current raw data from the systems of record (SOR) and conformed, consolidated data to downstream partners.

Responsibilities:

- Worked on Informatica-Source analyzer, Warehouse designer, mapping designer & Mapplet, and Transformation Developer
- Validated the functional requirements and converted to technical requirements
- Created detailed technical specifications for Data Warehouse and ETL processes
- Applied most of the transformations such as the Source Qualifier, Expression, Aggregator, Filter, Connected and Unconnected Lookups, Joiner, update strategy and stored procedure
- Developed UNIX shell scripts using PMCMD utilities and scheduled ETL load using Maestro
- Involved in planning, designing, developing mappings/mapplets and reusable transformations to implement the new requirements

- Expertise in debugging and performance tuning of targets, sources, mappings and sessions
- Managed Scheduling of Tasks to run any time without any operator intervention

Technical Environment: Informatica Power Center 9.6.1, Oracle DB, Tableau, Embarcadero Studio, UNIX, SQL Server, AutoSys.

Cogent Technology Inc   **Oct 2014 – Jun 2015**
San Jose, CA

Role: Data Analyst Intern
Responsibilities:

- Develop complex SQL queries to extract data from Data Warehouse
- Responsible for writing SQL queries to gather stats for daily operational data loads
- Created Reports based on business requirements using SQL database objects
- Create and execute test cases for Unit testing