**SRI BALA**

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**Summary**

* Over 7 years of Data visualization experience using Tableau in Data warehousing and Business Intelligence technology
* Experience in Design, Development, Integration, Implementation and Maintenance of Business Intelligence and Data Warehousing Platforms.
* Extensive Tableau experience in an enterprise environment. Worked in Tableau 7.x, 8.x, 9.x, 10.x as a developer with in-depth knowledge of Tableau Desktop and Tableau Server.
* Expert in design, development & administration of Tableau Dashboards and servers in a data warehouse environment.
* Skilled Tableau front-end BI developer integrated with multiple back-end databases and other various data sources.
* Responsible for the analysis, development, administration and support of ETL processes for large-scale data warehouses using Asset Control.
* Expertise in Extraction and Transformation (ETL) of data sourced from flat files, excel, xml, Oracle DB and SQL Servers.
* Strong technical background with complete understanding of data warehouse modeling and architecture.
* Strong skills in Data Analysis, Data Requirement Analysis, and Data Mapping for ETL processes.
* Strong ETL experience in Repository and Workflow Management, Design, Mappings and Transformations.
* Proficient in creating mappings for data flowing from various sources using transformations like Source Qualifier, Expression, Look Up, Aggregate, Update Strategy, Joiner, Filter and Router.
* Provided in-depth operational and maintenance support for business-critical applications. Assisted with operating systems background server issues, low level data file edits, job ab-end issues, data relationships etc.
* Experienced in administrative activities like creating and managing repositories, monitoring/granting permissions and rights to users, user groups through Central Management Servers.
* Strong knowledge of database management writing complex SQL queries, stored procedures, database tuning, query optimization and resolving key performance issues.
* Extensive experience creating canned and ad-hoc reports in Tableau Desktop.
* Developed and implemented best practices for using both Live connections and Tableau Data Extracts.
* Proficient in migrating workbooks between different environments in Tableau server using Tabcmd.
* Designed and developed workbooks, dashboards, global filter pages, and complex parameters-based calculations.
* Ability to communicate business and technical issues to both business users and technical users.
* Successful completion of projects (Commercial/Academic) related to Data Management, Analytics and Project Management.
* Excellent interpersonal and client relationship skills. Proven communication, presentation skills and leadership qualities.

**Technical Skills:**

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| --- | --- |
| ETL tools | SQL Loader, Informatica Power Centre 8.1, 7.1, 6.2. |
| BI Tools | Tableau Desktop 10.x, Tableau Server, Tableau online, Tableau Public, Tableau Reader, SQL server reporting services (SSRS), SQL Server Analysis Services (SSAS), SQL server Integration Services (SSIS), Alteryx 11 |
| Databases | SQL server, Oracle 8i,9i,10g, Teradata, SAP Hana, Redshift, Hadoop |
| Data Modelling | ER/Studio 3.5/4.0, Erwin 4.1 |
| Languages | Python, PySpark, MS-SQL, MySQL, hive, HTML5, CS3, JavaScript and XML |
| Web Servers | Apache web server, Microsoft IIS 4.0, Jboss 6.4 |
| OS | Windows XP/03/07/10, OS X, Linux/Unix |
| Front-End Tools | Microsoft Project, Microsoft Office, Microsoft Excel |

**First Republic, San Francisco, CA   
Tableau/BI Developer May 2019 - Till Date**

**Responsibilities:**

* Extensively worked on T-SQL for creating stored procedures, indexes and functions
* provided access to the financial team by creating custom roles in the security management.
* Used Microsoft Power BI Power Query to extract data from external sources and modify data to certain format as required in Excel, and created SSIS packages to load excel sheets from PC to database
* Responsible for all the Tableau and Power BI changes.
* Developed custom calculated measures using DAX in Power BI to satisfy business needs.
* Ad Hoc BI Reporting using Tableau and data visualization in Tableau.
* Created Dashboards using Power BI and linked them to SSRS Reports.
* Tableau data visualization and reporting for asset location, cost, and performance.
* Designed Enterprise reports using SQL Server Reporting Services (SSRS 2008) which make use of multiple value selection in parameters pick list, cascading prompts, drill thru reports, drill down reports, matrix reports and other features of reporting service.
* Worked on SSRS 2008 to generate about 30+ reports for various user groups and developer groups
* Deployed all the reports to the reporting server, Excel & PDF.
* Developed Charts, Pie-Charts, Bar-graphs, series on SSRS
* Created ETL packages with different data sources (SQL Server, Flat Files, Excel source files, XML file) and then loaded the data into destination tables by performing different kinds of transformations using SQL Server Integration Services (SSIS).
* Responsible for designing the SSIS packages to export data of flat file source to SQL Server Database
* Involved in enhancement of existing SSIS packages.
* Good knowledge in deploying SSIS packages to various environments.
* Implemented in unit testing and created unit test document
* Supported system testing and helped the testing team in execution of SSIS Jobs.
* Used various control flow tasks like FTP, Bulk insert task, Conditional Split, Multicast, Merge task and different data flow tasks.
* Provided many supporting documentations for the project.

**Environment**: MS-SQL Server 2008/R2 Management studio, T-SQL, MS Excel, Windows-7, SSIS, SSRS, SSAS, Tableau, Power BI.

**Wells Fargo PHOENIX, AZ**

**Business Intelligence Developer/Tableau Developer March 2018- April 2019**

**Responsibilities:**

* Involved in reviewing business requirements and analysing data sources form Excel/Oracle SQL Server for design, development, testing, and production rollover of reporting and analysis projects within Tableau Desktop
* Involved in publishing of various kinds of live, interactive data visualizations, dashboards, reports and workbooks from Tableau Desktop to Tableau servers.
* Created views in Tableau Desktop that were published to the internal team for review and further data analysis and customization using filters and actions.
* Extensively worked on creating user roles, user permissions for access management for various modules in the application.
* Involved in creating dashboards using tableau and excel reports.
* Experience working on Tableau Desktop - Connecting to multiple data sources, building quick views, advanced filtering, Sorting, Groups, Hierarchy, Create Sets, Actions, Table Calculations and using necessary Parameters, Data Blending.
* Introduced Tableau to Client's to produce different views of data visualizations and presenting dashboards on web and desktop platforms to End-user and help them make effective business decisions
* Worked on providing ad-hoc reporting to end users using tableau and Excel.
* Responsible for development, deployment and maintenance of Tableau reports.
* Created several Staging Databases. Used SSIS and T- SQL stored procedures to transfer data from OLTP databases to staging area and finally build the data warehouse.
* Primarily responsible for creating the ETL’s using SSIS which involved multiple data sources.
* Exclusively used SSIS Control Flow items (For Loop, execute package/SQL tasks, Script task, send mail task) and SSIS Data Flow items (Conditional Split, Data Conversion, Multi Casts, Derived Columns, Pivot).
* Created SSIS packages for transforming data from warehouse to mart, to import data from source systems, or transfer data from one server to another.
* Exclusively used SSIS Control Flow items (For Loop, execute package/SQL tasks, Script task,
* Involved in Effort estimation and Risk analysis with respect to change requests.
* Providing weekly task status reports.
* Resolved production support issues efficiently and on time.
* Used T-SQL to write queries in SQL Server database. Created Stored Procedures, functions, views and tables in SQL Server
* Involved in Analysis, Coding, and Testing and maintenance phase of the project life cycle.
* Used Team Foundation Server (TFS) to maintain the version control history during development.
* Worked on Impact Analysis on Screens like Enrolment, Master Scheduling, Misis Landing Page and Attendance and Students Special Education screen.

**Hewlett Packard,** **San Jose, CA Aug 2016- Feb 2018**

**Business Intelligence Developer/Tableau Developer**

**Responsibilities:**

* Interacting with business stakeholders to understand their decision-making parameters, analyzing the available data to build Tableau Dashboards and managing the delivery
* Using Tableau, created multiple rich dashboards visually telling stories of the business status, strength & weakness, potentials etc., also interact with data as necessary
* Provided BSC to the management analyzing KPI from Financial, Customer, Internal process.
* Embedded live Tableau dashboards on PowerPoint presentations, keeping the slides always updated
* Delivered dashboards tracking viewership, HUT and Advertising sales for a Media channel.
* Setup stand alone and distributed Tableau Server to publish and distribute dashboards easily
* Participated in discussions for Tableau Server architecture design on Cloud, enhancing performance, scalability and high availability
* Participated in regular Technical Reviews, Defect review and walkthrough meetings with important project & business stakeholders throughout the project life cycle.
* Developed Stored Procedures, Functions, Packages and SQL Scripts using MS SQL.
* Designed and developed various SSIS packages (ETL) to extract and transform data and involved in Scheduling SSIS Packages.
* Created SSIS Packages/projects to move data from source to destination by using Visual Studio 2012
* Developed and reviewed custom SQL queries with use of join clauses (inner, left, right, full) in Tableau desktop to validate and reconcile data.
* Created various complex SQL Queries, Stored Procedures, CLR Procedures, Views, Cursors and User Defined Functions to implement the business logic.

**Environment:** Tableau 9.x, Tableau Desktop, Tableau Server, Oracle DB, MySQL Server, Microsoft Office

**Amdocs, Pune, Maharashtra**

**Business Intelligence Developer May 2015 - Nov 2015**

**Responsibilities:**

* Developed ETL using SSIS including data extraction, transformation and Loading between multiple data sources and destinations.
* Designed high level ETL architecture for overall data transfer from the OLTP to OLAP with the help of SSIS.
* Worked extensively on configuring the transformations in SSIS.
* Designed and implemented SSIS packages to migrate data from heterogeneous data sources to staging areas and load the data to the data warehouse.
* Transformed and Loaded data into SQL server database by creating various SSIS packages.
* Worked on creating SSIS packages by deploying them to the Sql server and executing the Packages in Development.
* Developed various types of Reports like Tabular Reports and Drill Down reports using SSRS.
* Designed and created Report templates, bar graphs and pie charts.
* Developed Cascading, Parameterized and Sub reports using variables and expressions for the business users.
* Involved in scheduling, creating snapshots and subscriptions for the reports using SSRS 2010.
* Created Dashboards using Tableau Dashboard and prepared user stories to create compelling dashboards to deliver actionable insights.
* Developed dashboard reports using Reporting Services and reporting.
* Data migration using DTS services across different databases like flat files.
* Designed, Implemented and maintained Database Schema, Entity relationship diagrams, Data modeling.
* Established the SQL BI suite of tools as the preferred standard for presentation and worked to optimize the application architecture.
* Experience with Data Cleansing, Data Profiling and Data analysis.
* Wrote efficient stored procedures for the optimal performance of the system.
* Responsible for Creating and Modifying T-SQL stored procedures/ triggers for validating the integrity of the data.
* Monitored performance and optimized SQL queries for maximum efficiency.
* Worked on writing the queries, joining multiple tables to make changes in the tables.
* Used Query Analyzer to optimize SQL queries.
* Performed daily tasks including backup and restore by using SQL Server tools like SQL Server Management Studio, SQL Server Profiler, SQL Server Agent.
* Loading data from various sources to SQL Server database Using SSIS Packages and created data mappings to load the data from source to destination.
* Encapsulated frequently used SQL Statements into stored procedures thereby reducing the execution time.
* Involved in Normalization and De-Normalization of existing tables for faster query retrieval.

**Environment:** MS SQL server 2014/2012, SQL Server Management Studio (SSMS), T-SQL, SQL Server Data Tools (SSDT), Microsoft Visual Studio 2013/2010 for SQL Server Integration Services (SSIS) and SQL Server Reporting Services (SSRS), Tableau 9.7, Team Foundation Server 2010 (TFS) and MS Excel

**Client: Green Microelectronics,** **Coimbatore, TN**

**Role: SQL Developer March 2013 - April 2015**

**Responsibilities:**

* Requirement gathering and work according to the CR.
* Worked under the senior level guidance.
* Data validation/Reconciliation report generation.
* Code Development as per the client requirements.
* Created Stored Procedures, User defined functions, Views and Wrote T- SQL codes maintaining query standards for the project.
* Involved in the development backend code, altered tables to add new columns, Constraints, Sequences and Indexes as per business requirements.
* Perform DML, DDL Operations as per the Business requirement.
* Creating views and preparing the Business Reports.
* Resolved production issues by modifying backend code as and when required.
* Used different joins, sub queries and nested query in SQL query.
* Involved in creation of sequences for automatic generation of Product ID.
* Part of the team for analyzing and implementing the physical design for the database.
* Created Database Objects like tables, Views, sequences, Synonyms, Stored Procedures, Functions, Packages, Cursors, Ref Cursor, and Triggers.
* Testing of code functionality using a testing environment.
* Writing complex Stored Procedures to meet the business requirements.

***Environment***: MS SQL Server 2000/2003, Excel, Query Analyzer windows NT/2000 server & Professional.