**RajiaSulthana Shaik Mobile: +91 8317383868**

**Email :**[**rajiashaik@gmail.com**](mailto:rajiashaik@gmail.com)

12Years of total IT experience, 8 years in Architecture, Designing and Development of Business Intelligence (OAC,OAS,OBIEE,OBIA,BICS,ODI), Augmented Analytics Data Warehousing(Informatica) and Data Visualization using Tableau and4+ years into Implementation and Development of MDM.

Work experience in phases of Software Development Life Cycle (SDLC) such as Business Assessment Requirement Gathering &Analysis, Design, Development, Testing, UAT, Implementation and postproduction support. Experience on working with BI Apps (OBIA) modules, OBIEE 11g,Informatica, DAC and ODI version 11g have Strong leadership skills and Project management.

Expertise in Data Modeling, Data classification, analysis, design and development,data conversion, data integration and data mining specialization in Data Warehouse and Business Intelligence.

Managed implementation of various domains & projects for clients,good exposure in product and application demonstrations to clients, application design, installation, implementation, and client training. Good at interacting with clients and successfully lead large DWBI teams with peak size of 8 resources.

Have good knowledge in functional areas in MDM (Master Data Management), Retail & Consumer Goods, Sales, Marketing, Telecom, BFS and Partner Applications. Successfully delivered multiple projects includingsystem integration as well as well-versed with agile development.

**Work Experience**

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| BGC Partners | Architect | Sept 2018 to May 2020 |
| Hitachi Consulting | Technical Architect | Dec 2015 to Jun 2018 |
| Oracle India Pvt.Ltd., | Architect & Designer | June 2015 to Dec 2015 |
| IBM India Pvt. Ltd., | Package Solution Consultant | Jan 2009 to Mar 2013 |
| Logica CMG | Sr. Consultant | May 2008 to Jan 2009 |
| Tech Mahindra | Consultant | June 2006 to May 2008 |
| Infosys | Consultant | Jan 2006 to May 2006 |

**Skills**

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| OLAP | OBIEE, OBIA, BI Publisher,OAC,OACS |
| ETL | DataSync, ODI, Informatica Power Center, DAC, ODBC, OCI, SQL\*Loader |
| DBMS/RDBMS | Oracle 12c/11g/10g/9i, SQL Server, IBM DB2 |
| Visualization Tools | Tableau, Oracle data visualize |
| Scripting Languages | R, Python, Java e-scripting, Shell Scripting |

**Education & Qualification**

* **Master of Business Administration (MBA)** from**Nagarjuna University, Guntur**in 2001**.**

**Projects**

**1. Architect – Business Insight**

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| Client | BGC Partners |
| Duration | Sep 2018 to May 2020 |
| Technologies | OAC 105.4.4 Oracle SQL/PLSQL, Data sync OBIEE 12.2.1.4, EBS:R12.2.9 ,JIRA. |

BGC Partners is a leading global brokerage company servicing the financial major commercial real estate markets. BGC Partners provides a wide range of services including trade execution, broker-dealer services, clearing, processing, information, and other back office services.

**Responsibilities:**

* Gather and analyse business requirements and translate business needs into long-term business intelligence solutions
* Involved in requirement gathering drive workshops, Business assessment, Gap analysis, pain points and actively delivering customized solutions
* Architect solution with Oracle BI components like DataSync, Data Model, BI Reportsetc. for large enterprises
* Visualization with Oracle data visualization and Tableau
* Tailor solutions for Management dashboards, Financial Reporting and Operational Business Intelligence
* Configure and optimize BI environment, which includes relational, and OLAP layers, and data migration components, work in collaboration with the data warehouse environment
* Define Business Intelligence framework and data model, semantic layers, and BI Metadata repositories to support reporting and administration
* Collaborate with business owners, and operation engineers to ensure the creation of production Business Intelligence designs and implementations
* Define and enforce coding standards, design styles and best practices as a process
* Participate in analysis sessions with the user community to capture, define data requirements clearly, completely, and correctly.
* Designed complex data handling structures that follow industry standards while maintaining careful balance between architecture requirements and specific client s needs
* Applied advanced analytics to drive thoughtful decision making throughout the entire process and deliver a fully scalable platform
* Created data set, map layers, multiple data visualizations, story in OAC.
* Created Data Flows.
* POC on- premise oracle BI to OAC Migration

**2. Technical Architect – Business Insight**

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| Client | Ab Sciex |
| Duration | Jan 2016 to Jun 2018 |
| Technologies | OBIA 11.1.1.7.14, Oracle SQL/PLSQL,ODI OBIEE 11.1.1.7.14, OBIA 11.1.8.1, EBS:R12.1.3, ODI 11.1.1.7,JIRA. |

AB Sciex Pvt Ltd. develops and manufactures liquid chromatography and mass spectrometer instruments, and associated software. It serves life science, clinical research, pharmaceutical, environmental testing, and industrial markets. Business Insight is implemented as part of its Business Intelligence implementation of Service and Finance.

**Responsibilities:**

* Involved in requirement gathering: Drive workshops, Understand the clients requirements, pain points and arrive at delivering customized solution
* Involve indata classification, Gap Analysis, Data Analysis and Data Modelling
* Created Load Plans for required Fact Groups and monitored the loads.
* Guide the team in the administration and implementation of BI system/system security
* Customized the OOTB ODI interfaces by creating new temporary interfaces.
* Define the standards for modeling, attributes and their naming conventions and share the same with the team, create high-level model design.
* Expanding the data model as needed.
* Customization of the OOTB RPD as per the requirements.
* Data level and role-based security applied.
* Scheduled, monitored ETL’s and debugged issues.
* Define Business Logic for creating reports and Dashboards.
* Create Dashboards and Complex reports.
* Provide technical guidance to the team facing complex technical issues related to data model.
* Hands on Experience in Customizing OBIA 11.1.1.7.1 and OBIA 11.1.1.8.1 OOTB reports.
* Hands on Experience in Customizing OBIA 11.1.1.7.1 and OBIA 11.1.1.8.1 RPD.
* Conduct technical, face to face interviews with candidates and support recruitment process
* Identify newer opportunities for contribution
* Impart Knowledge sharing sessions through webinars, seminars etc. with the leadership team on the emerging areas
* Define and establish structure, process and governance mechanisms for knowledge management and knowledge sharing platforms (assimilation, classification, and dissemination)
* POC on OAC
* Conducted training to diff project teams on OAC

**3. Architect –** OFSAA Liquidity Risk Management-Forecasting

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| Client | ORACLE Financial Services Solutions |
| Duration | June 2015 to Till-date |
| Technologies | Oracle Business Intelligence 11.1.1.7.0, Oracle SQL/PLSQL |

Oracle Financial Services Liquidity Risk Management provides a framework on a unified platform to ensure managerial and regulatory compliance, which intends given the severity and prolonged duration of the past liquidity crisis, regulators across jurisdictions have placed a greater emphasis on improving liquidity risk practices within banks. With this increased focus comes a spate of new regulations with frequent regulatory updates and aggressive

Implementation timelines. Banks now require an enterprise-wide robust and comprehensive liquidity risk framework to address the data volume, computational complexity, and the need for speedy and accurate results.

**Responsibilities:**

* Worked as a individual contributor to design and develop LRM Forecasting Analytics, Involved with functional consultants and respected teams to gather requirements in implementation.
* Interacted with the senior business managers, consultants, software houses and internal mindscape departments (on site &off shore) in order to design& implement business solutions
* Extensively used BI Administration Tool for customizing the physical, business and presentation layers of analytics repository.
* Identified key dimensions and measures for business performance, Developing Metadata Repository (.rpd) using Oracle BI Admin Tool.
* Managed security privileges for each Subject area & Dashboards by setting the role based security for different users and business analysts
* Created dimension hierarchies, aggregates, level based measures, logical measures and logical table sources in the BMM layer.
* Created reports and dashboards for intended users.
* Involved in Migration, UAT.

**4. Package Solution Consultant – ITC TM&D**

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| Client | ITC |
| Duration | Aug 2011 to Mar 2013 |
| Technologies | Oracle Business Intelligence 11.1.1.6.0, OBIA 7.9.6.3, DAC 11G, Informatica 9 |

ITC has a diversified presence in Cigarettes, Hotels, Paperboards & Specialty Papers, Packaging, Agri-Business, Packaged Foods & Confectionery, Information Technology, Branded Apparel, Personal Care, Stationery, Safety Matches and other FMCG products.

The aim of the Project is to enable speedy and efficient planning of S&D and Brand inputs for all ITC Products to enable efficient and accurate execution of the plans in the market place.

Providing individuals relevant, actionable information easily so that they can carry out corrective / improvement actions for all the ITC Products.OBIA implementation project which has OBIEE is the reporting tool.Siebel CRM is the source application and Informatica is ETL

**Responsibilities:**

* Involved with functional consultants and users to gather requirements
* Lead role for all the DW/BI related Development, Enhancement’s, Performance Tuning, System optimization, Impact Analyses, Production Failures.
* Responsible for the Design & Developments of Data Warehouse to meet Reporting needs in BI APPS project...
* Interacted with the senior business managers, vendors, consultants, software houses and internal mindscape departments (on site &off shore) in order to support & implement business solutions
* Installed & Configured OBIAPS 7.9.6.3 with Siebel source system.
* Extensively used BI Administration Tool for customizing the physical, business and presentation layers of analytics repository.
* Identified bugs and updated OBIEE Infrastructure with oracle provided updates and patches
* Identified key dimensions and measures for business performance, Developing Metadata Repository (.rpd) using Oracle BI Admin Tool.
* Managed security privileges for each Subject area & Dashboards by setting the role based security for different users and business analysts
* Implemented user security authentication using LDAP server directory
* Created MUD (Multiple user Development) environment by utilizing projects in OBIEE.
* Involved in various Trouble Shootings at Application level/Data Base level/ System level.
* Involved in performance tuning for BI server and Oracle SQL queries
* Responsible for second round of sing off(Testing)for any new changes getting into the Data Warehouse, which includes ETL level and Reporting level in BI APPS project.
* Created dimension hierarchies, aggregates, level based measures, logical measures and logical table sources in the BMM layer.
* Created Dashboards for various end users.
* configured DAC environment created and scheduled execution plans
* Involved in Migration, UAT, Go-Live, and Production Support.
* Customized mappings in Informatica and Executed workflows in dac.
* Conducting user training to familiarize them to the new reporting environment and to use the reporting infrastructure for effective decision-making.

**5. Package Solution Consultant –** BI Customer Advocacy Field Enablement (BI Cafe)

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| Client | Cisco Systems Inc, USA |
| Duration | Dec 2010 to Aug 2011 |
| Technologies | Oracle Business Intelligence 11.1.1.5.0, R12.1.3, DAC 10.1.3.4.1, Informatica 9.1 |

Cisco Systems Inc is an American corporation that designs and sells consumer electronics, networking and communications technology and services that are used to create the internet solutions.Consumer-IT is a Development/Enhancement project including areas of sales, finance and SCM. Data is coming from different sources and Informatica is used to ETL purpose and OBIEE is used to generate reports.

As part of OBIEE implementation, IBM promised to provide effective, user friendly and quality Analytics reports for different areas of analysis like Bookings, Attach Rate, and Renewal Rate for Cisco products.

**Responsibilities:**

* Imported the Physical Meta Data from Various Data marts into the Physical Layer by defining the connection pool settings.
* Defined the Primary, Foreign keys and created Simple and Complex joins between various Dimension and Fact Tables.
* Modeled the Logical Layer based on the Business requirements in the Business Mapping and Modeling Layer and Developed the necessary Star Schemas.
* Worked on Aggregates, Hierarchies, Calculation wizard in the Logical Layer.
* Worked on the Time Series Wizard and implemented time comparison measures.
* Used Column Filter Prompts and provided Dashboard Prompts appropriately to avoid excessive data showing up Reports.
* Managed security privileges for each subject areas and dashboards according to user requirements.
* Customized presentation layer catalog folders, to show different views of the business model to different users and assigned group permissions to the catalog folders.
* Used the Catalog manager and maintained the Analytics web catalog to manage Dashboards, Reports.
* Created Agents to Schedule reports and send Alert messages to subscribed users.
* worked on Usage tracking
* Developing Reports / Interactive Dashboards with different Analytics Views (Drill-Down / Dynamic, Pivot Table, Chart, Column Selector, Tabular with global and local Filters) using Oracle Business Intelligence (OBI) Presentation Services, Oracle BI Publisher for the various work streams
* Configured Informatica custom workflows& synchronized with DAC tasks for routine scheduling
* Used Workflow Manager for Creating, Validating, Testing and running the sequential, parallel, and initial and Incremental Load.

**6. Senior Consultant –** Financial Active Data warehouse (FADW)

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| Client | Navistar-International Truck & Engine, USA |
| Duration | Jan 2010 to Dec 2010 |
| Technologies | Windows XP, Teradata, Datastage, Oracle Business Intelligence,(OBIEE 10.1.3.4.1), OBIA, Clear-Quest |

International Truck and Engine Corporation, a leading producer of mid-range diesel engines, medium trucks, school buses, heavy trucks, severe service vehicles, and parts and service sold under the International® brand, is the operating company of Navistar International Corporation (NYSE: NAV). The company also is a private label designer and manufacturer of diesel engines for the pickup truck, van and SUV markets having 2000 sales and revenues of $8.5 billion.As to provide reporting analysis to the managers of ITEC like Balance Sheet, Intercompany Finance, Profit and Loss (P&L) Sheet with enabled Account and Entity Hierarchies, IBM has taken this and introduced Oracle Business Intelligence technology newly in Navistar area.

**Responsibilities:**

* Involved with EBS- Financial functional consultants and users to gather requirements
* Responsible for the Design & Developments of Data Warehouse to meet Reporting needs in BI APPS project.
* Identified facts, dimensions & star schema models of workforce profile subject areas.
* Involved in customizing Account Receivables, Accounts Payables and Oracle GL Subject Areas and corresponding dashboards. The tables like W\_AP\_BALANCE\_F, W\_AR\_BALACE\_F, and W\_GL\_ACCOUNT\_D were customized in OBIA as per user requirements
* Managed security privileges for each Subject areas &Dashboards by setting the role based security for different users and business analysts
* Implemented the delivery of iBots using OBI Delivers to alert the associated teams.
* Configured event polling cache purging method to clear the stale data
* Developed calculated measures & assigned aggregation levels based on dimension hierarchies.
* Used the expression builder utility to create new logical columns and calculation measures.
* Customized prompts appropriately to avoid excessive data showing up in Reports and Graphs.
* Created new Time series measures using AGO and To Date functions for forecasting.

**7. Senior OBIEE Developer –** *Financial/ Banking Analysis, RSA-UK*

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| Client | *Royal and Sun Alliance-UK* |
| Duration | Mar 2009 to Dec 2009 |
| Technologies | OBIEE 10 g, Informatica 8.6, Oracle EBS, Oracle 9i, 10g, TOAD, Windows Server 2003. |

Royal And Sun Alliance Insurance Company is in the process of developing the various pricing analyses for all insurance products to guarantee competitive yet profitable business.

At present RSA is not able to do the pricing analysis because the data is located in different systems like main frames and oracle databases.

**Responsibilities:**

* Imported the Physical Meta Data from Various Data marts into the Physical Layer by defining the connection pool settings.
* Defined the Primary, Foreign keys and created Simple and Complex joins between various Dimension and Fact Tables.
* Modeled the Logical Layer based on the Business requirements in the Business Mapping and Modeling Layer and Developed the necessary Star Schemas.
* Worked on Aggregates, Hierarchies, Calculation wizard in the Logical Layer.
* Worked on the Time Series Wizard and implemented time comparison measures.
* Used Column Filter Prompts and provided Dashboard Prompts appropriately to avoid excessive data showing up Reports.
* Managed security privileges for each subject areas and dashboards according to user requirements.
* Customized/Created presentation layer catalog folders, to show different views of the business model to different users and assigned group permissions to the catalog folders.
* Worked Extensively on OBIEE Answers to create the reports as per the client requirements.
* Defined additional views (narrative, pivot, chart views) of the data returned by the request to visualize data in different ways.
* Maintained effectiveness in creating the Dashboards by appropriately including guided navigational links and drilldowns.
* Used the Catalog manager and maintained the Analytics web catalog to manage Dashboards, Answers.
* Created intelligent bots (IBots) to send Alert messages to subscribed users.
* Responsible for supporting and enhancements of OBIEE.

**8. Senior Siebel Consultant –** BibForce

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| Client | Michelin |
| Duration | May 2008 to Jan 2009 |
| Technologies | Windows XP, Oracle10g, Toad,Siebel 8.0 |

Michelin Group is active on all continents, from China to Brazil and from The United States of America to Germany and Russia.Michelin manufactures and sells tires for all kinds of vehicles, publishes maps and guides and operates a number of digital services in more than 170 countries.The aim of the Project is to Enhance Distribution Segmentation of its Products and to improve the visit preparation relevancy of an Account and to make more precise reporting on the sales activities.

**Responsibilities:**

* Analyzing the requirements and preparing POC.
* Created Workflows for inbound and Outbound Web Services.
* Customized UI Layer.
* Customized views and Screens.
* Extended columns to tables.
* To Integrating Funds and RFA into Siebel
* Creation of Integration Objects.
* Designed and Developed Inbound WebServices and Generated WSDLs for Creation and Updation of RFA From Portal to Siebel.
* Designed and Developed Inbound Web Services and Generated WSDL’s for RFA multiple Searches from Portal to Siebel.
* Created Data mapping for sending RFA Search data conditionally to Portal.
* Utilized Outbound WSDL from Portal for sending the changes in the RFA Status in Siebel to Portal.
* Invoked Outbound Web Service Workflow through Runtime Event.
* Onsite Offshore co-ordination.

**9. Siebel Consultant :**One View

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| Client | British Telecom Plc, UK. |
| Duration | June 2006 to May 2008 |
| Technologies | Siebel e-communications 7.8, Windows 2000 Server, Oracle10g, VRT, DTT, VMS, Quality Centre. |

OneView is a path breaking CRM implementation of BT Retail, which is one of the world’s largest Telecom Service Providers. OneView caters to CRM and front office requirements for BT Retail division of BT Enterprise. OneView is designed to provide 360 Degree view of the customer. This means all the details related to each customer are organized within Siebel. This application effectively handles the Residential and Business Customer data, integrating Customer Billing information, Order processing for BT Mobile Subscriptions, Service Requests related to Mobile & ISP Services apart from other functionality.

OneView CRM’s goal was to merge all the CRM functionalities across the different systems into a single CRM platform. OneView CRM is one of the world’s biggest Siebel implementation with the following key features, Integration with CTI Facility to search Consumer/Company within Siebel and external systems, on the basis of telephone #, billing account # and service request # Access to Consumer details viz. Billing Account, Activities, Orders, Faults, Service Requests, and Assets Product and Pricing Maintenance Order Entry and Provisioning Billing Maintenance of Consumer’s Billing Profile (Assets) Fault/Service Request/Complaints Entry and Resolution Activity generation for various purposes External Interfaces to various systems.

**Responsibilities:**

* EAI technology for continuous real-time bi-directional data persistency between internal legacy databases, and external customer databases via XML MQ Series.
* Design and development of workflow processes for conjunction with EAI, meeting complex business rules.
* Design and development of complex business services and objects for conjunction with workflow processes.
* Scripting.
* Data Mapping.
* Configured Rulesets in EAI Dispatch Service to handle inbound messages.
* Created RCR’s to run the scheduled tasks as per the requirement.
* Customization of application by using User Properties.
* Worked on VBC.
* Liaison with Developers and Business Analysts in order to assist with fault analysis and rectification
* Involved in Inbound Web Services.
* Supporting Different Environments.
* Arranging End to End Calls to solve Faults related to Integration.
* Customized Business Logic Layer.
* Created and Customized Views.
* Created Picklists Static and Dynamic.
* Customized Drilldowns.
* Involved in Requirement Analysis and Sizing of the requirements.
* Involved in SmartScripts.

**10. Associate consultant –** Hafslund

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| Client | Hafslund,Norway |
| Duration | Jan 2006 to May 2006 |
| Technologies | Siebel ecommunications 7.8, Windows 2000 Server, Oracle9i |

Hafslund, the first company in Norway to offer both electric power and security to customers, has come the furthest in combining production, delivery, and sale of both power and security products and services. Hafslund has established itself as Norway’s

Leading generator and supplier of electric Power and Security. Hafslund has 520,

Power grid customers, 600,000 power sales customers, and 75,000 residential alarms

Customers. Hafslund's corporate strategy is to make our customers' everyday life safer and better by delivering power and security products simply and efficiently.

**Responsibilities:**

* Interacting with the Project leader and Client to develop the project.
* Designed and Developed the UI layer
* Customized Joins and links to establish relationship between Entities
* Established Responsibility/Positions and assigned views to various users, based on user responsibilities.
* Customized Static and Dynamic Pick List
* Customized MVG using MVL
* Extended Columns to Tables
* Customized Static Toggle And Dynamic Toggle
* Worked on Activity Templates
* Customized Home Page
* Customized Binocular Search