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AJAY VELUPULA

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| **SUMMARY** |  | * Over 2+ years of extensive experience working as Tableau developer and Site administrator. * Had 2 years of experience working on informatica MDM as Dev & Prod support * Strong IT experience in BI Development with a background in master data management * Expertise in designing and development dashboards using Tableau Desktop, Tableau server * Designing and developing and publishing rich and maintaining interactive Tableau workbook. * Expert in creating different visualization using Bar, Lines, Pie, Maps, Scatter Plots, Histogram, Bullets, Heat maps and Highlight Tables * Working closely with Business to convert Business objects, reports and dashboards to Tableau * Rich Experience in Production site administration * Expertise in security group setup, user addition and user deletion in bulk, site monitoring * Expertise in user groups and assigning roles. * Pretty good knowledge on using Power BI Desktop, Power BI service to develop reports. * Experience in designing and developing base objects and master data using informatica MDM * Designed, Configured core Informatica/Siperian MDM Hub components such as Informatica MDM Hub Console, Cleanse Match Server. * Defined the Trust and Validation rules and setting up the match/merge rule sets to get the right master records * Worked as data steward using informatica MDM along with the business to ensure the Data quality * Experience in designing and developing Informatica mappings for data loads that include Source Qualifier, Aggregator, Unconnected Lookup, Connected Lookup, Filter, Router, Update Strategy etc. * Experience in Agile Methodology * Experience in production support to resolve critical issues and mingle with teams to ensure successful resolution of the reported incident |
| **Skills & Abilities** |  | Reporting tool’s : Tableau Desktop, Tableau Server, Tableau public  ,PowerBIDesktop,PoweBIservice,QlikSenseDesktop  MDM : Informatica MDM 9.7 and 10.01  Language : SQL  Database : Oracle 11g, SQL server |
| **experience** |  | indegene pvt ltd (full time) Mar 2019 – Till Date  Associated with Bristol Myers Squibb project, Boehringer Ingelheim International GmbH, Novartis in developing and supporting Tableau dashboard’s, Power BI Dashboard, Qlik sense Dashboard development Novartis(Conslutant) Mar 2019 – May 2020  Associated with one the leading pharma company NOVARTIS In developing Informatica MDM BO Tables and Tableau dashboards for ATLAS project mouri tech pvt LTD (full time) April 2016-Mar 2019  Technology Analyst as Tableau Developer and Informatica MDM Developer VBLP tech solutions pvt LTD (full time) Jan 2017-Mar 2019  Technology Analyst as Tableau Developer and Informatica MDM Developer |
| **Education** |  | jntu h B. Tech (EEE) with 67% |
| **project profile****Boehringer -Ingelheim** *Jan 2021 -Present* |  | **Responsibilities:** Translated Business needs to visualizations for their internal repostingWorked on the insights on the BI engagement and supported the Tableau dashboardsMigrated the Tableau based dashboards to Power Bi on the client requirement  * Worked and maintain the dashboards on local and server monitoring the schedule refresh * I have involved in the complete cycle of extracting the data from SharePoint and Web trends also the internal data through mail and transforming the data as required * We have manual schedule refreshes as most of the data as from Excel sheets * We have done the analysis on the Learnings, Newsletters, eLearning’s and videos posted on their SharePoint and Web trends |
| **project profile** **BRISTOL MYERS SQUIBB**  *Jun 2020- Present* |  | **Responsibilities:** Translated Business internal and social media campaigns paid and organic data into reports using tableau desktop.  * Maintained and monitored the Dashboards as production support Analyst * Worked on Huge campaigns and post level data to build the reports. * Worked on enhancements on the existing dashboards on client requirements. * Also worked on rebranding the dashboards. * Developed the QC dashboard to reduce the manual effort in QC for the paid and organic data using tables and trends. * Worked on Migration of the dashboards from one server to another. * Working as site administrator involving in user creation and deletion in bulk. * Assigning roles for the user and monitoring tasks and site. * Created alerts for the QC dashboard for the threshold values. |
| **project profile****Leading Pharma Novartis(Atlas)** *Mar 2019- May 2020* |  | **Responsibilities:**   * Translated business needs into data analysis, business intelligence data sources and reporting solutions for different stake holders. * Developed stunning data visualizations for dashboards using the HCP and HCO data. * Blending data from multiple databases into one report by selecting primary key ‘s form each database for data validation. * Designed Dashboards using calculations, parameters in Tableau and created calculated fields, groups, sets and hierarchies etc. * Scheduled data refresh on tableau server for weekly and monthly increments based on new changes to ensure that the views and dashboards were displaying the changed data accurately. * Distributed Tableau reports using techniques like packaged workbooks, pdf etc. * Combined multiple dashboards into a single story to enhance the visual appeal of the report * Migrated Excel report to interactive Tableau Dashboards. * Managed multiple stakeholders and drive Data/Quality needs. * Proficient in Microsoft Office, including Excel, Access, PowerPoint. * Exceptional written and oral communication skills, including the ability to present ideas and suggestions clearly and effectively. * Ability to accomplish multiple tasks within the agreed upon timeframes through effective prioritization of duties and functions in a fast-paced environment * Strong team player, understand customer requirements and convert them to output as per customer expectation, as per agreed SLA (timeliness, accuracy, quality etc.) and drive excellent customer service |
| **project Details** **Hertz**  *Oct 2018-Mar 2019* |  | **Responsibilities**   * Aid in developing style guide for development of BI visualizations, design of components, naming of items, data source creation and naming * Blending data from multiple databases into one report by selecting primary key ‘s form each database for data validation. * Assess performance, reward results, motivate and foster matrix management * Designed Dashboards using calculations, parameters in Tableau and created calculated fields, groups, sets and hierarchies etc. * Demonstrated translate a question into a visualization which provides insight and answers the question * Perform detailed data analysis (i.e., determine the structure, content, and quality of the data through examination of source systems and data samples) |
| **Project Details** **Leading Utility in USA** **PPL Corporation**  *Jan 2017 – Oct 2018* |  | **Responsibilities**   * Create Landing, staging and Base Objects * Create Match and Merge rules * Using Informatica MDM Hub console to run Batch jobs through Batch Group * Loading data from Informatica MDM Landing to Stage, Stage job * Loading data from MDM stage to Business objects, Load job * Create Data validation and Trust settings * Defined the Trust and Validation rules and setting up the match/merge rule sets to get the right master records. * Configured match rule set property by enabling search by rules in MDM according to Business Rules. * Define requirements for data matching and merging rules, and workflows * Knowledge on Data Hierarchy management for Informatica MDM * Executing jobs in Batch Viewer and Batch Group * Created Batch Scripts using Informatica MDM |