Reddy Guduru

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**PROFESSIONAL SUMMARY:**

* **8 Years of experience in Data warehousing, data analysis and data reporting tools in financial, insurance, medical and e-commerce domains**
* Proficient in managing entire project life cycle and actively involved in all the phases of project life cycle including **data acquisition, data cleaning, data engineering, features scaling**, features engineering
* Expertise in **transforming business requirements** into analytical models, **designing algorithms**, building models, developing **data mining** and reporting solutions that scale across a massive volume of structured and unstructured data.
* Skilled in performing data parsing, data manipulation and data preparation with methods including describe data contents, compute **descriptive statistics of data, regex, split and combine, Remap, merge, subset, reindex, melt and reshape.**
* Extensive experience in **Text Analytics, generating data visualizations** using Python and creating dashboards using tools like **Tableau**.
* Experience with **Data Analytics, Data Reporting**, Ad-hoc Reporting, **Graphs, Scales, PivotTables and OLAP** reporting.
* Good Knowledge in **Proof of Concepts (PoC's),** gap analysis and gathered necessary data for analysis from different sources, prepared data for data exploration using **data munging.**
* Good industry knowledge, **analytical &problem-solving skills** and ability to work well within a team as well as an individual.
* Highly skilled in using visualization tools like **Tableau, ggplot2, dash** for creating dashboards.
* Worked and extracted data from various database sources like **Oracle, SQL Server, DB2**, regularly accessing **JIRA** tool and other internal issue trackers for the Project development.
* Highly creative, innovative, committed, intellectually curious, business savvy with **good communication** and interpersonal skills.
* Extensive experience in **Data Visualization** including producing tables, graphs, listings using various procedures and tools such as Tableau.’
* Strong experience in the Analysis, design, development, testing and Implementation of Business Intelligence solutions using Data Warehouse/Data Mart Design, ETL, OLAP, BI, Client/Server applications
* Strong Data Warehousing ETL experience in using Informatica 9.6.1/9.5/9.1/8.6/8.5/8.1/7.1/7.0 Power Center Client tools **- Mapping Designer, Repository manager, Workflow Manager/Monitor and Server tools, Informatica Server, Repository Server manage**r
* Expertise in Data Warehouse/Data mart, **ODS, OLTP** and **OLAP** implementations. Teamed with project scope, Analysis, requirements gathering, data modeling, Effort Estimation, ETL Design, development, System testing, Implementation and production support.
* Experienced in **Repository Configuration** using Transformations, creating **Informatica Mappings, Mapplets, Sessions, Worklets, Workflows,** Processing tasks using Informatica Designer / Workflow Manager to move data from multiple source systems into targets.
* Strong working experience in Informatica Data Quality (IDQ) 9.5 with Informatica Developer tool, Analyst tool
* Extensively worked on **Informatica Power Center Transformations such as Source Qualifier, Lookup, Filter, Expression, Router, Joiner, Update Strategy, Rank, Aggregator, Stored Procedure, Sorter, Sequence Generator, Normalizer, Union, and XML Source Qualifier**.
* Strong experience in **Dimensional Modeling** using **Star and Snow Flake Schema**, Identifying Facts and Dimensions, Physical and logical data modeling using **ERwin** and **ER-Studio.**
* Extensively worked on data extraction, Transformation and loading data from various sources like **Oracle, SQL Server, Teradata and files like Flat files**.

**WORK EXPERIENCE**

**TECHNICAL SKILLS**

Databases : MS SQL Server, Oracle, MySQL, PostgreSQL, Snowflake SQL

Database Tools : MS SQL Server Management Studio (SSMS), Oracle SQL Developer Data Modeler, Erwin Data Modeler, MySQL Workbench, MS Visio, Teradata Studio

Data Warehousing : Snowflake, RedShift ETL Tools : Informatica

BI Tools : Tableau, MS SQL Server Reporting Services (SSRS)

Programming : C, C++

Scripting : Python, Perl, UNIX

Python frameworks: numpy, pandas, matplotlib, seaborn, plotly, iplot, sklearn, scipy, pytables

Data Visualization : Tableau, Python (matplotlib, seaborn, plotly)

Operating systems : Windows, UNIX, LINUX

Project management : Waterfall, Agile

**WORK EXPERIENCE**

**Tableau developer– *Wellmark, Des Moines IA***

**Mar 2019 – Sep 2020**

* Provided data engineering solutions for health Insurance Analytics and also automate some of the processes involved
* Worked with data governance team to provide and validate the necessary key codes for fields
* Utilized analytical skills and worked with databases like SQL,DB2,Oracle and teradata to develop and maintain data driven solutions for customers; Built data pipelines using ETL tool Informatica and powerexchange
* Translated business propositions into quantitative queries and collected/cleaned the necessary data.
* Built, and published customized interactive reports and dashboards, report scheduling using Tableau server.
* Created action filters, parameters and calculated sets for preparing dashboards and worksheets in Tableau.
* created daily load validations and automated checks to email out results to the team using shell scripting
* Restricted data for particular users using Row level security and User filters.
* Developed Tableau visualizations and dashboards using Tableau Desktop.
* Developed Tableau workbooks from multiple data sources using Data Blending.
* Provided 24/7-production support for Tableau users.

**Data Developer – *Davita Malvern, PA* Apr 2018 – Feb 2019**

* Worked on analysis scripts for Kidney dialysis Reporting Team
* Migrated business critical scripts responsible for Business Growth Monitoring
* Tested, Cleaned, and Standardized Data to meet the business standards using Execute SQL task, Conditional Split, Data Conversion, and Derived column in different environments.
* Published Workbooks by creating user filters so that only appropriate teams can view it.
* Generated Tableau Dashboard with quick/context/global filters, parameters and calculated fields on Tableau reports.
* Created Tableau Dashboards with interactive views, trends and drill downs along with user level security.
* Created coherent Logical Data Models that helped guide important client business decisions
* Worked at conceptual/logical/physical data model level using ***Oracle SQL Developer .***
* Performed data integration by creating data pipelines for smooth transfer of HL7 files which had various message segments like MSH,PID,PV1,NK1 etc
* Created and executed the test plans, test cases, unit and integration testing
* Elicited, analyzed and documented requirements for implementation of the trading system in the Agile Environment
* Created ***python*** scripts to communicate analytical results to senior management for strategic decision making

**Data Analyst – Cinergytech,NJ Jan 2018 – Mar 2018**

* Performed Data mining, handled missing values, removed outliers using Proximity Distance and Density based techniques
* Assisted users in creating/modifying worksheets and data visualization dashboards in Tableau.
* Tuned and performed optimization techniques for improving report/dashboard performance.
* Assisted report developers with writing required logic and achieve desired goals.
* Parameterized the mappings and increased the re-usability.
* Extracted data from oracle database and spreadsheets and staged into a single place and applied business logic to load them in the central oracle database.

**Graduate Research Assistant at eLab – ASU Jan 2017 – Dec 2017**

* Developed IoT human-machine interaction (HMI) toolbox. (to be released as open-source https://goo.gl/gU3Fdb)
* Created data acquisition framework, developed FSM based algorithms in Python.
* Developed functionality for calculating the next velocity for the motion of the wheel chair.
* Prototyped an HMI system consisting of gesture, BMI and speech based interaction to control the maneuver of an electric wheelchair.

**ETL Developer – *TCS,Hyderabad,India* Apr 2012– Nov 2014**

* Migrated data from Excel, Flat file and XML to MS SQL Server by using SSIS. Followed 2NF/3NF DB Normalization standards to create database.
* Analyzed the business requirements and functional specifications.
* Extensively used shell scripting for filtering and cleaning various text files.
* Performed day to day unix maintenance jobs, user creations, file system creations involving LVM’s password handling, server building
* Used Informatica Power Center 8.6 for extraction, transformation and load (ETL) of data in the data warehouse.
* Extensively used Transformations like Router, Aggregator, Normalizer, Joiner, Expression and Lookup, Update strategy and Sequence generator and Stored Procedure.
* Developed complex mappings in Informatica to load the data from various sources.

**EDUCATION**

**Master of Science,** *Arizona State University* Dec 2016

**Bachelor of Engineering,** *JNTU,Andhra Pradesh India* Apr 2011