**Shaik Aadil**

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**PROFESSIONAL SUMMARY:**

* Data Analyst with 7+ years of extensive experience with **Tableau**, **Power BI**, Qlik Sense, Google Big Query, SQL, Oracle 8i/9i/10g, MS SQL, MS Access, DB2, IBM Netezza, Hadoop, Abaqus.
* As a Data Analyst, I am responsible for developing Tableau, Power BI, and Qlik workbooks to perform year-over-year, quarter-over-quarter, YTD, QTD, and MTD types of analysis.
* Worked on data blending and increased the dashboard performance by extracting data. Experience in **Banking**, **Health Analytics**, Telecommunication, Hospitality, Supply Chain, and **Transportation** domains.
* Strong experience in Business and **Data Analysis**, Data Profiling, Data Migration, Data Conversion, Data Quality, Data Governance, and **Data Integration.**
* Experience in data transformation, **mapping** from source to target database schemas, and data cleansing.
* Worked with a team of developers to design, develop, and implement a BI solution for Sales, Product, and **Customer KPIs**.
* Created Drill-down and Sub-Report using SSRS. Monitored the performance of the reports.
* Planned and coordinated **analysis, design, and extraction** of encounter data from multiple source systems into the data warehouse relational database (Oracle) while ensuring data integrity.
* Enhanced and expanded the encounter **data warehouse** model through detailed business requirements analysis.
* Integrated a wide variety of source file layouts into the data warehouse. File layouts such as ANSI X12 837, NSF, and UB92 files using the See Beyond ETL tool.
* Significance exposure to **ETL Tools** for analyzing data flows for validations and to check data quality issues.
* Experienced in DW projects ETL testing against DW testing with **Informatica** and **data stage** tools.
* Developed **ETL procedures** to migrate data from an existing data warehouse to an integrated enterprise-level data warehouse*.*
* Experience in designing **star schema** and **snowflake schema** for online analytical processing (OLAP) and online transactional processing (OLTP) systems.
* Performed normalization of the existing **OLTP systems** (3rd NF) to speed up the execution time of the DML statements.
* Designed and Developed Use Cases, Activity Diagrams, and Sequence Diagrams using Unified Modeling Language (UML). Translated **Business Requirements** into working, logical, and physical Data Models.
* Involved in analyzing the existing claims processing system, mapping phase according to functionality, and data conversion procedure.
* Strong knowledge of **SQL Server, SSIS, and SSRS,** as well as experience in data visualizations and report development with **Power BI Desktop** and **Power BI Service**.
* Built and published interactive reports and dashboards using **Tableau desktop** and **Tableau Server.**
* Enhanced database query performance by restructuring inefficient **SQL scripts**, resulting in an average reduction of processing time from 90 seconds to under 15 seconds for complex data retrieval tasks.
* Build and maintain **SQL scripts**, indexes, and complex queries for data analysis and extraction. Provide database coding to support business applications using Sybase T-SQL.
* Generated **Dashboards** with Quick filters, Parameters, and sets to handle views more efficiently.Generated context filters and data source filters while handling huge volumes of data.
* Effective team player with excellent communication skills and insight into determining priorities, scheduling work, and meeting critical deadlines.Ability to manage conflicting priorities and multiple projects concurrently.
* I have a proven ability to perform **root cause failure analysis** (RCFA) and **failure mode and effects analysis** (FMEA).
* Experienced in all facets of the **Software Development Life Cycle** (Analysis, Design, Development, Testing, and maintenance) using **Waterfall** and **Agile** methodologies.
* Utilized performance monitoring tools like **DAX Studio** to identify and address bottlenecks in data processing and visualization rendering
* Good with troubleshooting technical details/issues and presenting analyses and reports to **internal customers and stakeholders**.

**TECHNICAL SKILLS:**

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| **Data Query languages** | SQL,T-SQL, PL/SQL, DAX, Kusto, Amazon Redshift, DBeaver |
| **Programming languages** | Python,R, Java , Ruby  |
| **Reporting Tools** | SSRS, Power BI Desktop, Power BI Service, Tableau Desktop, Tableau Server, QlikSense, QlikView, Microsoft Excel |
| **ETL Tools** | Informatica Cloud (IIC), Informatica 7.1, Data Stage, SSIS. |
| **Operating Systems**  | Windows 10/8/7, Windows Server 2016/2012, macOS , Linux |
| **OLAP Tools** | Microsoft Analysis Services, Business Objects and Crystal Reports9. |
| **Web Servers** | IIS, SSMS. |
| **Version Control Tools** | Team Foundation Server (TFS), VSTS, Git, Azure DevOps, Jira, Jenkins |
| **Other**  | ETL, Microsoft Azure, Business processes optimization, creating data flows in Power BI, Power BI , Tableau, gateway optimization, Power Apps,Pandas, Numpy, Alteryx, Problem solving and Troubleshooting, Customer support and Requirements gathering. |

**EXPERIENCE:**

**Client: Honda, Columbus, OH**

**Role: Data Analyst Apr 2024 - Current**

**Responsibilities:**

* Collaborated with cross-functional Agile teams, including delivery managers, business analysts, Scrum Masters, and others, to gather user stories and deliver reports and dashboards aligned with business requirements.
* Eliciting the business requirements and preparing Use cases, User stories, and Process Flows.
* Experience in providing solutions for both Web and Mobile-based applications.
* Gathered business requirements and interacted with users, project managers, and SMEs to better understand business processes.
* Created **dashboards for Marketing, Strategy, and Insights teams.**
* Integrated data from multiple sources (4-5) using Power BI, SQL, SSIS, and Python, leveraging existing scripts for efficient data parsing and visualization.
* Implemented version control for Power BI projects using GitLab, ensuring collaborative development and tracking changes over time.
* Used **Snowflake** and **Star schema** to improve query performance and reduce report generation time.
* Expertise in marketing data to help the marketing team concentrate on specific geographical locations.
* Used advanced calculations **like Level of Detail expressions and quick table calculations** in most of the dashboards
* Integrated Power BI with **Apache Airflow** to automate data extraction, transformation, and loading (**ETL**) processes.
* Scheduled and monitored **DAGs** to ensure timely execution and data availability for reporting.
* Participated in procurement and supply chain management for ongoing and new products.
* Coordinated database middleware issues with **DBAs** and system performance issues with System Architects.
* Experience in creating dashboards for sales and marketing teams to track and analyze weekly marketing campaign performance by different media.
* Experience in connecting to the Power BI Service Internal repository and built various types of custom views.
* Created comprehensive documentation for **Power BI reports**, GitLab repositories, Airflow DAGs, and **ODS architecture**.
* Analyzing functional requirements and translating them to Jira user stories.
* Experience in creating micro-level business process models to detail functional and technical process flow.
* Has Rich experience in Data mining using advanced SQL queries to validate and analyze data residing in various DBs (Databases) and ODS (Operational Data Sources).
* Researching and reviewing up-to-date business processes and new IT advancements to make systems modern.
* Analyzing and evaluating the current business applications and identifying areas of improvement.
* Establish reference architecture for enhancements by doing quick decision analysis across different design options and patterns.
* Extensive experience in developing test cases in Agile Framework.

**Environment**: Power BI Desktop, Power BI service, GitLab, ETL, MS Excel, Share point, SQL, DAX Studio, ODS, Airflow DAGs

**Client: Lululemon, Seattle, CA**

**Role : Data Analyst Sep 2023 – Apr 2024**

**Projects :**

1. **Plan Procure develop Analytics and Insights**
2. **Supply Chain Risk Analysis Dashboard**
3. **Supply chain fulfillment Dashboard**
4. **Optimized warehouse estimator dashboard**

**Responsibilities:**

* Analyze business and functional requirements and create technical design documentation.
* Worked with TPMs and stakeholders to understand and translate requirements into application features
* Designed and developed Power BI graphical and visualization solutions with business requirement documents and plans for creating interactive dashboards.
* Created ETL script in PL/SQL to transform data from staging database to Target **OLTP Database**.
* Created Mapping documents using the Metadata extracted from the Metadata repositories.
* Responsible for defining the naming standards for the data warehouse.
* Designed interfaces to load data from flat files and CSV files into the staging area (Oracle) and then load them into the **Oracle data warehouse.**
* Used Model Mart of **Erwin r9** for effective model management of sharing, dividing, and reusing model information and design for productivity improvement.
* Used Erwin9 for reverse engineering to connect to an existing database and **ODS** to create a graphical representation in Entity Relationships and elicit more information.
* Utilized Power BI (Power View) to create analytical dashboards that depict critical KPIs such as legal case matters, billing hours, case proceedings, and slicers and dicers, enabling end-users to make filters.
* Generated ad-hoc reports in Excel Power Pivot and shared them with the decision-makers for strategic planning using Power BI.
* Utilized Power Query in Power BI to Pivot and Un-pivot the data model for data cleansing and massaging.
* Implemented several DAX functions for various fact calculations for efficient data visualization in Power BI.
* Scheduled Automatic refresh and scheduling refresh in POWER BI service.
* Wrote calculated columns and measures queries on the POWER BI desktop to show good data analysis techniques. Created Reports using POWER BI.
* Create wireframes and develop POCs and applications as per requirements.
* Develop dashboards to present KPIs and metrics using Power BI reporting tools.
* Design SQL database, develop SQL queries, stored procedure, views for applications, and reports consumption
* Implemented Role-Based Security as part of security in Power BI.
* Created notifications, alerts, and subscriptions to reports in the Power BI service.
* Experience publishing the Power BI Desktop models to Power BI Service to create highly informative dashboards, collaborate using workspace apps and get quick insights about datasets.
* Publishing reports using Power BI desktop, sharing the dashboard with Power BI service, publishing reports for mobile apps, and giving access to the end-users like developers, stakeholders, managers, and clients.
* Developed a power bi model using Python Script (ARIMA Model) to predict future capacities of the warehouse.
* Maintain, enhance, and recommend solutions that best suit business and technology needs from a UI standpoint
* Perform unit and integration testing, UAT, before production deployment
* Investigate production issues, provide technical support during business hours, and be on-call for critical issues during off-business hours.
* Migrate applications and dashboards from on-premise to Azure server.

**Environment**: Power BI Desktop, Power BI service, Visio, Power Apps, MS Excel, Share point, SQL, ODS, OLTP, Erwin r9, Azure data lake, ADF and Windows

**Client: O Source Global, Mumbai, India**

**Role: Data Analyst Mar 2020 – Jul 2023**

**Responsibilities:**

* Data Analysis: Analyzed the data and developed a set of dashboards using Power BI for the Consumer Marketing

Executives consumed the team to make valuable business decisions.

* Reporting: Used data sources like SQL, Analysis Services, and Excel to develop visuals. Performed data

transformations and data cleaning on the data sets to generate meaningful reports. Provided story-based insights using Power BI reports and dashboards. Data aggregation using Excel, Pivot tables, and SQL.

* Involved in understanding the client’s business processes and gathering technical requirements.
* Analyzing the KPIs based on the end-user requirements and needs to develop dashboards using POWER BI.
* Worked on preparing for the development estimation time and technical design documents and setting up different environments.
* Worked with various types and stages of Software Development Life Cycle (SDLC) processes, including Analysis, Design, Development, Testing, and Implementation.
* Liaised with project management and development teams to identify and implement reporting, control, and automation opportunities to improve overall access to information.
* Creating dynamic, well-organized, accurate, and insightful Power BI reports/dashboards to support strategic decisions.
* Developed SQL queries using stored procedures, common table expressions (CTEs), and temporary tables to support Power BI reports.
* Analyzed the KPI insights provided by the client using the POWER BI DESKTOP.
* Developed a business solution for financial reports like Sales opportunities, leads, forecasts, etc. Design and implement a financial dashboard to track performance against measured KPIs.
* Design Power BI data sets, linking data sources and building data models to give insights into data to stakeholders to make financial decisions.
* Creating critical measures like MOM, YOY, and QOQ using DAX and R Script, which helped the Finance key holders to understand the spent across key portfolios
* Created complex SQL views to support the business and operations for reporting.
* Involved in building complex views for reporting using SQL and PLSQL (Procedures and Triggers).
* Design data visualization models for complex business requirements.
* Excellent experience in designing and developing Power BI report scorecards and dashboards.
* Creating dynamic, well-organized, accurate, and insightful Power BI reports/dashboards to support strategic decisions.
* Collaborated with business analysts, SMEs, and other BI developers across departments to identify existing report needs and new reporting requirements and translate them into deliverable solutions.
* Extracting business data from different OLTP systems and loads into a data warehouse using SQL Server Integration Services (SSIS)
* I worked on providing row-level securities using PowerBI to restrict data access for various users.
* Expertise in publishing Power BI reports of dashboards in the Power BI server and scheduling the dataset to refresh for live data in the Power BI server.
* Worked on establishing the migration of data source connection between the Credit and collections power BI reports from SQL DB to the Azure blob storage and extracting the data.
* Involved in certificates to be renewed/ rotated and storage to be re-mounted into CDS-A without impacting Power BI reports.
* Participating in Daily stand Agile/Scrum meetings to discuss the enhancements to be made for the existing requirements

**Environment**: SSIS, Power BI, MS SQL Server, DAX, Business Analytics, PLSQL, KPIs, Microsoft Azure, Power BI Service, SDLC, Visio, MS Excel, and Windows.

**Client: Four Soft, Hyderabad, India**

**Role : Data Analyst Apr 2018 – Mar 2020**

**Responsibilities:**

* Involved in defining the business transformation rules applied for sales and service data.
* Define the list codes and code conversions between the source systems and the data mart.
* Worked with internal architects and assisted in the development of current and target state data architectures.
* Involved in defining the source to target data mappings, business rules, and business and data definitions.
* Responsible for defining the functional requirement documents for each source to target interface.
* Document, clarify, and communicate requests for change requests with the requestor and coordinate with the development and testing team.
* Generate weekly and monthly asset inventory reports.
* Created a timetable using DAX to show monthly, weekly, and yearly reports of the company, marketers, and agents.
* Orchestrated requirements gathering sessions with end-users to translate business needs into a BRD, leading to a 40% faster development cycle for Power BI reports and dashboards.
* Created Power BI reports using normalized and de-normalized data, created calculated measures, and calculated columns
* Evaluated data profiling, cleansing, integration, and extraction tools (e.g., Informatica).
* Responsible for defining the key identifiers for each mapping/interface.
* Implementation of Metadata Repository, Maintaining Data Quality, Data Cleanup procedures, Transformations, Data Standards, Data Governance program, Scripts, Stored Procedures, triggers, and execution of test plans
* Performed data quality in Talend Open Studio
* Involved in data conversions and gap analysis from legacy systems to updated technologies using custom SQL scripting and ETL applications from relational solutions.
* Configured row-level security within Power BI for diverse user groups, ensuring sensitive data was accessible only to authorized personnel, enhancing data governance, and minimizing unauthorized data access incidents by 90%.
* Provided architecture/development for initial load programs to migrate production databases from Oracle data marts to Teradata data warehouse.
* Involved in the critical design review of the finalized database model.
* Involved in preparing mapping documents and developing partial SQL scripts as required.
* Tuned SQL queries to make use of database indexes.
* Developed data mapping, data governance, transformation, and cleansing rules for the master data management architecture involving ODS, OLTP, and OLAP.
* Work with users to identify the most appropriate record source and profile the data required for sales and service.

**Environment**: Power BI, Power BI Service, SSIS, Informatica, data mart, ETL,DAX, MS SQL Server, Power BI Service, ODS, OLTP, OLAP, data governance