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**Summary:**

Results-driven Business Intelligence Developer with 13 years of experience specializing in data analytics, dashboard creation, and leveraging BI tools to drive business performance. Proficient in Informatica, DataStage ETL, MSBI and MicroStrategy, Tableau, and Power BI for creating advanced reports and dashboards. Adept at executing complex data migrations, process automations, and optimizing system integrations. Recognized for improving operational efficiency, enhancing customer experience, and driving business growth through data-driven solutions.

**Technical Skills:**

BI Tools: MicroStrategy, Tableau Suite, SSIS, SSRS, SSAS, Power BI, Informatica, DataStage

Databases: Oracle, Netezza, SQL Server, DB2, Redshift

Cloud Technologies: AWS, Azure Databricks, Azure Data Factory, Azure Fundamentals, EC2, S3, DMS

Programming Languages: PL/SQL, UNIX Shell Script, Python, R

Operating Systems: MS Windows (NT/2000/2003/2008/2012), UNIX

Methodologies: SDLC/Waterfall, Agile Model

Other Tools: MS Suite, Visual Studio, SQL Plus, Toad, WebSphere, Apache Tomcat, Microsoft IIS

**Education:** Bachelor of Technology in EEE, DVR and DR. HS MIC College of Technology,

Jawaharlal Nehru Technological University Kakinada, 2011, India.

**Certifications:**

Certified Project Designer (CRD)

Certified Report Designer (CRD)

Certified Documents and Dashboards (CDMD)

Certified Project Administrator (CPD)

Certified Engine Essentials Specialist (CES)

**Experience:**

**Lincoln Financial Group, Canton, GA Apr 2022 – till date**

**Business Intelligence Consultant**

**Responsibilities:**

* Designed and developed comprehensive dashboards and visual reports using **Power BI Desktop**, incorporating KPIs and metrics for actionable insights.
* Streamlined data integration by onboarding new datasets into the enterprise **data warehouse**, ensuring improved accessibility and consistency.
* Implemented drill-through actions and hyperlinks in **Power BI reports**, enhancing report interactivity and user experience.
* Utilized **DAX expressions**, **Power View**, and **Power Query**, seamlessly integrating **SharePoint** data for collaborative reporting solutions.
* Extracted and processed large datasets from multiple sources, including JSON documents via **Elastic Search** and REST APIs, for real-time analytics in **Power BI**.
* Created and scheduled Power BI reports tailored to diverse business requirements, ensuring reliable delivery of insights.
* Designed and optimized **ETL processes** using Azure Data Lake Gen2 and processed ORC/Parquet/Text files into **Azure SQL Data Warehouse (Azure Synapse)**.
* Enhanced system performance by crafting advanced **SQL queries** and performing rigorous query optimization for data-driven reporting.
* Published and managed Power BI reports across different environments, including **PROD**, **SIT**, and **UAT**, while documenting version changes effectively.
* Pioneered the development of dynamic row-level security for securing **Power BI data access** based on user roles.
* Developed engaging and scalable **dashboards** in Power BI to monitor and track critical metrics, including sales performance and resource utilization.
* Spearheaded resource tagging initiatives, optimizing resource allocation and enabling better cost management and financial reporting.
* Led the end-to-end migration from Genesys call center data to Five Call Center data, streamlining operations and achieving a 40% increase in data accuracy.
* Developed a Python script to read data from Qualtrics API and load it into Oracle tables via Informatica mapping, reducing data processing time by 50%.
* Modified and executed existing Microsoft Access database reports, ensuring alignment with evolving business requirements and improving report accuracy by 20%.
* Created a Quarterly Performance Guarantees Dashboard, enabling stakeholders to monitor and analyze performance guarantees effectively, resulting in a 20% improvement in contract fulfillment and a 15% increase in customer trust.
* Developed ETL workflows to load various metrics including STD, LTD, FMLA, Life, TOD, TOA, clinical accuracy, financial accuracy, responsiveness, CSAT, and acknowledgment using Informatica, Azure Databricks, and Azure Data Factory leading to a 25% increase in data processing efficiency and more accurate performance tracking.
* Collaborated effectively with stakeholders to understand business needs and translate them into technical solutions, ensuring project alignment with business goals and achieving a 90% stakeholder satisfaction rate.
* Committed to continuous learning and adapting to new technologies, staying updated with the latest trends in data analytics and business intelligence to maintain a competitive edge and deliver innovative solutions.
* Developed and maintained over 50 Informatica mappings, improving data integration processes by 40% and reducing data errors by 30%. Provided ongoing support, ensuring 99% uptime and enhancing overall data reliability.
* Conducted over 30 comprehensive assessments, identifying key improvement areas and implementing enhancements that increased app performance by 25% and user satisfaction by 20%.
* Developed Performance Guarantees Control Report-LTD Claims management report to track determinations by week, ensuring they meet metrics and improving claims processing efficiency by 20%.

**Environment:** MicroStrategy 2024 on AWS, Power BI, Informatica 11.5, Oracle, SQL server, Windows Server 2008/2012, AIX, UNIX, Azure DataFactory

**AT&T, Plano, TX Nov 2020 – Mar 2022**

**Business Intelligence Lead**

**Responsibilities:**

* Designed and implemented the data model in MicroStrategy from inception.
* Contributed to defining practices and workflows around development guidelines, versioning systems, quality checks, deployment methods, upkeep routines, and change oversight.
* Performed in-depth requirement and design evaluations for MicroStrategy projects.
* Collaborated with data warehouse and ETL teams to design scalable ROLAP data models for all enterprise assets.
* Developed a Customer Churn Dashboard that analyzed churn metrics, including total customers, churned customers, and churn rate. This led to a 15% reduction in churn through targeted retention strategies.
* Created a Revenue Analysis Dashboard that highlighted revenue performance across various segments, such as time of day and customer plans. This resulted in a 20% increase in revenue through optimized pricing strategies.
* Designed a Usage Pattern Analysis Dashboard that examined customer usage patterns during different time periods. This enabled network optimization and reduced peak usage congestion by 25%.
* Built a Customer Service Impact Dashboard that explored the relationship between customer service calls and churn. This improved customer service efficiency by 30% and reduced churn rates by 10%.
* Developed over 50 metric combinations, enabling end users to create customized reports from provided datasets and objects, which increased report customization by 40% and improved data-driven decision-making by 25%.
* Boosted system efficiency by addressing and resolving critical reporting issues. This included optimizing report queries, reducing execution times by 40%, and implementing automated error detection and correction mechanisms, which led to a 30% decrease in report errors. Additionally, streamlined data retrieval processes improved overall report accuracy by 25%, and user satisfaction ratings increased by 20% due to faster and more reliable reporting.
* Enhanced the performance of highly accessed Intelligent Cube by optimizing queries and resolving issues with incremental load settings. This improvement facilitated the organization's adoption of the MicroStrategy tool, resulting in a 25% reduction in report loading times and a 20% increase in user productivity. Additionally, it provided more timely and accurate data, enabling faster decision-making and contributing to a 15% improvement in overall business performance.
* Ensured the smooth operation of the MicroStrategy Administrator platform by managing over 500 user accounts, cache operations, and scheduling. This resulted in a 30% reduction in access-related issues, improved system reliability, and increased user productivity by 20%.
* Implemented security layers and single sign-on functionality for MicroStrategy.
* Utilized MicroStrategy configuration wizard and automation file to create project definitions.
* Developed scripts using command manager to alter user permissions and modify configurations.
* Produced a Proof-of-Concept dossier linking to an AWS S3 bucket, demonstrating seamless integration capabilities. This proof of concept led to a 30% increase in project approvals, showcasing the potential for scalable and cost-effective cloud solutions.
* Executed seamless object migrations across multiple environments using Object Manager, ensuring data integrity and minimizing downtime. This resulted in a 20% increase in system reliability and a 25% reduction in migration-related issues, enhancing overall operational efficiency.
* Developed comprehensive Invoice and Purchase Order dashboards, providing a consolidated view of financial data. Enabled decision-makers to monitor, analyze, and optimize spending and procurement processes, resulting in a 20% reduction in costs, a 15% improvement in supplier relationships, and enhanced financial management.
* Produced insightful dashboards and reports for financial tracking, procurement, and performance metrics, improving financial tracking by 30% and reducing budget overruns by 20%.

**Environment:** MicroStrategy 2020,2019 Update2, Vertica, Windows Server 2008/2012, AIX, SQL Server Data Lake.

**PGCPS, Upper Marlboro, MD Jan 2020 – Nov 2020**

**Business Intelligence Consultant**

**Responsibilities:**

* Developed and implemented a comprehensive data model in MicroStrategy and Power BI, which optimized data integration and reporting processes. This enhancement led to a 35% improvement in data accuracy, reduced report generation time by 30%, and increased user satisfaction by providing more reliable and actionable insights for decision-making.
* Successfully converted existing OBIEE reports into MicroStrategy and Power BI, enhancing data visualization and user experience. This transition resulted in a 30% reduction in report generation time, increased data accessibility for stakeholders, and improved decision-making processes by providing more interactive and insightful reports.
* Contributed to creating processes and best practices for development standards, version control, and quality control.
* Collaborated with data warehouse and ETL teams to design scalable data models for ROLAP.
* Oversaw the maintenance of MicroStrategy Intelligence Server, Web, and Administrator platforms. Managed key administration tasks such as user management, cache management, and scheduling, resulting in a 30% improvement in system reliability and user satisfaction. Implemented security layers and Single Sign-On (SSO), enhancing data security and user experience. Executed project setups utilizing the MicroStrategy wizard and automated scripts, reducing setup time by 20%. Utilized Command Manager to script adjustments in user permissions, caches, projects, databases, and configurations, improving operational efficiency by 25%.
* Oversaw the maintenance of Power BI services and administration tasks, including user management, cache management, and scheduling, leading to a 30% improvement in system performance and user satisfaction. Implemented security layers and Single Sign-On (SSO) for Power BI, enhancing data security and accessibility. Executed project setups utilizing Power BI's configuration and automation tools, reducing setup time by 20%. Developed and deployed scripts for adjustments in user permissions, data refresh schedules, and configurations, improving overall system efficiency by 25%.
* Developed a comprehensive Student Attendance Dashboard that improved daily attendance tracking by 30%, enabling timely interventions and reducing absenteeism by 20%.
* Created a Student Performance Dashboard that highlighted average grades and GPA trends, resulting in a 25% improvement in academic performance tracking and targeted support for underperforming students.
* Designed an Employee Performance Dashboard that tracked task completion rates, average completion times, and performance ratings, leading to a 20% increase in employee productivity and a 15% reduction in task completion times.
* Built a Student Enrollment Dashboard that provided insights into total enrollment, enrollment by grade level, and course enrollment, enhancing enrollment management and resource allocation by 25%.
* Implemented an HR Metrics Dashboard that monitored employee turnover rates, tenure distribution, and training completion rates, achieving a 20% reduction in employee turnover and a 15% increase in training completion.
* Developed a Student Behavior Dashboard that tracked behavior incidents, types, and severity, resulting in a 30% improvement in behavior incident resolution times and a 15% reduction in severe incidents.
* Created a Financial Aid Dashboard that monitored total financial aid awarded, distribution by demographics, and utilization rates, improving financial aid allocation efficiency by 20% and increasing student satisfaction by 10%.
* Designed a Course Feedback Dashboard that analyzed course satisfaction ratings, feedback by course and instructor, and common themes, leading to a 25% improvement in course quality and a 20% increase in student satisfaction.

**Environment:** MicroStrategy v 2019 Update2, Power BI, Oracle, Windows Server 2008/2012, AIX, Oracle Data Integrator, OBIEE.

**Friesland Campina Inc, Malaysia Jun 2019 – Dec 2019**

**Business Intelligence Consultant**

**Responsibilities:**

* Contributed to defining processes and standards for development, version control, quality assurance, deployment, and maintenance. This initiative led to a 25% improvement in development efficiency, a 20% reduction in deployment errors, and a 15% increase in overall product quality and consistency.
* Oversaw platform administration tasks, including user management, cache management, scheduling, and security implementations, ensuring smooth operations and increased system reliability.
* Developed and implemented a Sales Force Effectiveness Dashboard, providing real-time insights into sales performance, lead conversion rates, customer acquisition costs, and sales cycle lengths. This initiative resulted in a 20% increase in overall sales performance, a 15% improvement in lead conversion rates, a 10% reduction in customer acquisition costs, and a 25% reduction in the sales cycle length. Additionally, the dashboard enhanced sales activity tracking by 30% and improved product revenue by 20%, leading to a 15% increase in customer satisfaction scores.
* Developed and implemented a Sell-In and Sell-Out Dashboard, providing real-time insights into inventory levels, sales velocity, and stock coverage. This initiative resulted in a 20% reduction in stockouts and overstock situations, a 15% improvement in order fulfillment rates, and a 10% reduction in lead times. Additionally, the dashboard increased sales for top-selling items by 25% through targeted promotions and restocking strategies, improved customer satisfaction by 15%, and reduced return rates by 10%, enhancing overall business performance by 20%.
* Spearheaded a comprehensive MicroStrategy training program, boosting data literacy and proficiency among employees. This initiative led to a 35% increase in MicroStrategy adoption within six months, resulting in more efficient report generation, improved data accuracy, and enhanced decision-making capabilities.
* Orchestrated an organization-wide Tableau training program, enhancing data literacy across the company and increasing Tableau adoption by 40% within a year.
* Optimized data extraction processes using SQL, reducing query times by 50% and improving overall dashboard performance.
* Implemented a self-service BI model, enabling non-technical users to create their own reports, doubling the number of active Tableau and MicroStrategy users within six months.

**Environment:** MicroStrategy v 2019 Update2 on AWS, Tableau, Red Shift, Microsoft SQL Server 2012, Atlassian,

Windows Server 2008/2012, AIX, Informatica.

**Yum Brands, Hyderabad, India Jun 2016 – Jun 2019**

**Data Analyst**

**Responsibilities:**

* Successfully facilitated collaboration with the Offshore team to understand requirements and ensure timely product deliveries. This proactive approach fostered a strong working relationship and resulted in a 20% improvement in project delivery timelines.
* Implemented strategies for customer roll out and monitored user adoption.
* Directed, supported, and trained junior staff to enhance their understanding of advance reporting development. Mentorship efforts led to a 20% improvement in junior staff performance and confidence.
* Engineered various ETL processes in DataStage, utilizing transformation, lookup, and XML parser components. This optimization improved data processing efficiency by 30% and enhanced data accuracy by 25%.
* Managed the development and maintenance of Unix scripts for DataStage operations, ensuring seamless data integration and processing. Efforts resulted in a 20% reduction in operational downtime.
* Led the migration of jobs from DataStage to Talend, ensuring a seamless transition and improving data integration efficiency by 25%.
* Coordinated effectively with BI Development, Production Support, and Power Users to solve complex problems. This collaboration led to a 30% reduction in issue resolution time and improved overall system reliability.
* Developed a Daily Sales Dashboard, providing real-time tracking of total sales, sales by location, and sales by shift. This initiative resulted in a 20% increase in sales accountability and a 15% improvement in daily sales forecasting.
* Created a Day Part Analysis Dashboard, offering insights into sales by time of day, customer traffic, and revenue by day part. This led to a 25% increase in operational efficiency during high-traffic times through optimized staffing schedules.
* Implemented a Menu Mix Analysis Dashboard using MicroStrategy, analyzing sales, profit margins, and popularity of menu items. This enabled data-driven menu adjustments, resulting in a 20% increase in sales of high-margin items and a 15% reduction in food waste.
* Developed a Promotions Dashboard using MicroStrategy, measuring the effectiveness of promotional campaigns and customer engagement. This resulted in a 30% improvement in promotion targeting and a 20% increase in promotional ROI.
* Created a Restaurant Analysis Dashboard using MicroStrategy, providing comprehensive insights into individual restaurant performance, customer satisfaction, and operational efficiency. This led to a 25% improvement in customer satisfaction and a 20% increase in overall operational efficiency.
* Created exception-based reporting to spotlight outliers such as top and bottom-selling products. This initiative resulted in a 20% improvement in inventory management and sales strategies, enabling category managers to quickly identify and address performance issues, leading to a 15% increase in sales of high-performing products.
* Enabled category managers to assess individual recipe costs, supplier performance, product quality, and food regulation compliance using advanced analytics in MicroStrategy. This led to a 25% reduction in ingredient costs, a 20% improvement in supplier performance, enhanced product quality, and ensured compliance with food regulations, resulting in a 15% increase in overall operational efficiency.
* Developed a Sales Performance Dashboard using MicroStrategy, providing real-time insights into total sales, sales by product, and regional performance. This initiative led to a 20% increase in overall sales performance, a 15% improvement in regional sales strategies, and a 25% boost in sales for top-performing menu items.
* Implemented an Inventory Management Dashboard using Power BI, monitoring stock levels, stockouts, and waste levels. This optimization resulted in a 25% reduction in stockouts, a 20% improvement in inventory management, and a 15% decrease in waste levels.
* Created a Customer Experience Dashboard using Tableau, tracking customer satisfaction scores, Net Promoter Score (NPS), and order accuracy. This resulted in a 20% increase in customer satisfaction, a 10% improvement in order accuracy, and a 15% increase in repeat customer visits.
* Analyzed customer purchasing patterns using Power BI, contributing to a personalized marketing strategy that lifted customer retention rates by 8%.
* Automated weekly sales performance reports with Power BI, saving 10 hours per week in manual data compilation and analysis.
* Assisted in the development of BI solutions tailored for retail clients, which increased reporting accuracy and improved client satisfaction scores by 9%.
* Conducted data validation and cleansing using SQL, ensuring a high level of data quality for analytics purposes.
* Created complex SQL queries to extract meaningful insights from large datasets, which improved operational decision-making times by 12%.
* Developed a KPI tracking system in Power BI that heightened executive awareness of critical performance metrics, leading to more informed strategic decisions.

**Environment:** MicroStrategy v 9.4,10.3, DataStage 11.x, Netezza, DB2, UNIX, Mainframe, SharePoint, Talend, Power BI, Tableau,SSIS.

**Adidas, Hyderabad, India Oct 2015 – Jun 2016**

**MicroStrategy Developer/Administrator**

**Responsibilities:**

* Demonstrated exceptional administrative expertise by leading upgrades, user management, object migrations, and the automation of server restarts and migrations resulted in a 30% reduction in system downtime, a 25% increase in operational efficiency, and enhanced user satisfaction through improved system reliability and performance.
* Successfully managed user roles and permissions and served as a liaison for troubleshooting tool functionality issues and resolving bug fixes.
* Streamlined processes for object migrations, leading to a 20% reduction in deployment-related issues and ensuring seamless transitions between environments.

**Environment:** MicroStrategy v 10.3/10.4, Windows, Netezza, SQL Server.

**Avon Products Inc, Hyderabad, India Feb 2012 – Sep 2015**

**MicroStrategy Consultant**

**Responsibilities:**

* Documented SDLC process needs based on gathered input from business users, resulting in detailed BRDs.
* Designed data warehouses and marts to facilitate business decision support.
* Developed and deployed a Gross Margin Analysis Report using MicroStrategy, providing detailed insights into profitability across products and regions. This initiative resulted in a 20% improvement in margin optimization strategies, leading to a 15% increase in overall profitability.
* Created a Forecast Accuracy Report using MicroStrategy, enabling precise tracking of sales forecasts versus actual sales. This enhanced the accuracy of future projections by 25%, leading to better inventory management and resource allocation.
* Implemented a Price Point Analysis Report using MicroStrategy, offering comprehensive analysis of pricing strategies and their impact on sales. This resulted in a 20% increase in revenue through optimized pricing models and a 15% reduction in price-related customer complaints.
* Developed a Product Life Cycle Management Report using MicroStrategy, providing insights into product performance at different stages of their lifecycle. This enabled timely interventions and strategic adjustments, leading to a 25% increase in product longevity and a 20% boost in sales.
* Created Sales Reports using MicroStrategy, tracking key sales metrics such as total sales, sales by product, and sales by region. These reports improved sales performance analysis by 30%, leading to targeted sales strategies and a 20% increase in revenue.
* Implemented Product Promotion Reports using MicroStrategy, measuring the effectiveness of promotional campaigns and their impact on sales. This led to a 30% improvement in promotion targeting and a 20% increase in promotional ROI.
* Developed and deployed comprehensive Supply Chain Management reports using MicroStrategy, enhancing visibility into key performance indicators such as shipping costs, units shipped, truck capacity utilization, and driver performance. This initiative led to a 25% reduction in shipping costs through optimized routing and load planning, a 20% increase in truck capacity utilization, and a 15% improvement in driver performance metrics. The enhanced visibility provided by these reports enabled better decision-making, improved operational efficiency, and resulted in a 10% increase in overall supply chain performance.
* Enhanced supplier performance through precise analysis of invoice accuracy, delivery punctuality, and order fulfilment rates. The targeted analysis and insights provided enabled better supplier management, improved relationships with suppliers, and contributed to a more efficient and reliable supply chain.
* Implemented threshold-based alerts for customs-held items and out-of-stock merchandise to boost supply chain efficiency. This proactive approach led to a 25% reduction in delays due to customs issues, a 20% decrease in stockouts, and improved inventory management. The enhanced alert system enabled timely interventions, ensuring smooth operations and maintaining high levels of customer satisfaction.

**Environment:** MicroStrategy Desktop v 9.2.1,9.3,9.4, Oracle Pl/SQL and MS Office.