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CAREER SUMMARY

**Principal Data & Analytics Solutions Architect • BI & Analytics SME**

* ***Analytics and transformation leader*** who excels at leading high-performance analytic teams, architecting and deploying impactful cloud-based analytics & AI/ML solutions, data transformation strategies, partnering with business and IT leaders to have positive impacts on revenue and decreased time to insight.
* ***Data Management and Advanced Analytics -*** built analytics for CRM, IOT, AI/ML using lake house, streaming, batch, ETL pipelines, data vault 2.0, self-service, and data visualization.
* ***Mentor and coach -*** provide clear vision, alignment to organizational goals, feedback and motivation to achieve unprecedented result.
* ***Highly regarded for consistent ability to apply sound judgement,*** with a do-more-with-less mindset and an MVP approach to deliver actionable insights.

AREAS OF EXPERTISE

* Data Strategy & Governance
* Data Visualization
* Center of Excellence
* BI & Analytics Engineering
* Business Partnership
* Data Management
* Performance Management
* Stakeholder Management
* Advanced Analytics
* ETL & Data Ops
* Self Service Analytics
* Tableau, SQL, Redshift
* Dimensional Modeling
* Java, Python & R

PROFESSIONAL EXPERIENCE

**Infinitive**, Ashburn, VA **October 2020 – Present**

*Infinitive is a transformation and technology consultancy that helps its clients get value out of data by helping them access, secure, and monetize their data to achieve their goals.*

**Principal Solutions Architect**

Direct and oversee a high-performance team of data engineers, data analysts, and solution architects to develop, release, and maintain cloud based analytic solutions based on business needs.

* ***Enterprise Analytics Roadmap (The Nature Conservancy) –*** Led the development of a multi-year roadmap for TNC’s enterprise analytics capabilities with cutting edge technology for Business Insights delivery and Campaign effectiveness measurement. Led a 5-member team to enhance capture the current state enterprise capabilities architecture and designed the future state enterprise capabilities architecture to achieve the defined business goals and needs by interviewing stakeholders across the enterprise.
* ***Ad-stack data migration (Red Ventures & ViaComCBS) –*** Onboarded and led an 8-member team to successfully implement the ad-stack data migration effort from VCBS to Red Ventures that involved lift & shift of Salesforce, Google Ad Manager (GAM), Operative, Google BigQuery, Apache AirFlow, Oracle Financials/Workday, and ETL pipelines from source to target organization.
* ***Broadcast Media Data Analytics AI/ML (Amazon & Crackle) –*** Led a 5-member team of data engineers to partner with the AWS prototyping team to build an analytic solution that identifies Missed ad Opportunities & provides Ad break recommendation within any legacy media content. The solution involved building a media content migration to the cloud platform which ingested on-prem media assets into the cloud, metadata extracted, tagged by context, made them searchable, and an intuitive dashboard that provided the metrics about the content, misses ad opportunities, and ad slot recommendations. The services used were AWS Rekognition, Transcribe, Comprehend, ElasticTranscoder, Elemental MediaConvert, Lambda, S3, Glue, DynamoDB, ElasticSearch, and QuickSight.
* ***IOT Analytics & Predictive Maintenance (Varec) -*** Built an IOT Analytics & Predictive Maintenance solution that ingested sensor data from fuel gauges, fuel pumps, pressure sensors, thermal sensors, and tanks to measure device health, fuel quality, predict device failures and proactively publish alerts. The solution involved building ETL pipelines using AWS Glue, Kinesis to stream data from Cassandra and MySQL databases into a data lake. The raw data gets summarized into a dimensional format before being consumed by QuickSight ML for visualization. A variety of highly intuitive dashboards were built to empower users across the enterprise to make informed and timely decisions.
* ***Mentor and Coach –*** Created a nurturing, performance focused environment that enabled a mix of experienced and inexperienced employees to grow into lead roles by conducting weekly one-on-ones, quarterly reviews, and various other performance management best practices.

**US Department of Labor (JobCorps)**, DC **February 2020 – December 2020**

*Job Corps is the largest nationwide residential career training program in the country and has been operating for more than 50 years.*

**Lead Data and Analytics SME**

Led a 5-member team to perform the digital transformation initiative to design a scalable analytics data model that shortened the time to insight and empowered users to perform exploratory analytics by converting PDF based reports into intuitive tableau-based dashboards.

* **Data Architecture -** Led the design, build, and launch of new data models and data pipelines. Led the data modeling effort to design and implement the future state data model and data lake. Advanced data quality across the Job Corps program. Designed DDLs, ETL scripts, Source-To-Target-Mapping (STTM), views, stored procedures to load rollup data into SQL Server using SSIS.
* ***Data Visualization & User adoption*** - Championed the data visualization best practices and inspired development of several insightful dashboards for senior executives as well as to be displayed in the Senate. Managed the delivery of high impact dashboards and data visualizations. Implemented single sign on based on SSO/SAML using Okta and AD for the Tableau Server.
* **SME & Coach** – Drove operational efficiency, best practice and setting the vision to proactively advance analytics capabilities, including project management and system reliability. Defined and managed SLAs for all data pipelines.

**Carfax** Centreville, VA **June 2013 – January 2020**

*Carfax is the leading source of vehicle history information for buyers and sellers of used cars.*

**Senior BI Lead**

Led a team of senior BI developers, DBAs and ETL developers in several enterprise wide BI and analytics projects.

* ***BI Tech Lead -*** Designed web services to provide data as a service for consumption by an iPad app. Architected an integration solution to embed dashboards into the dealer website. Product re-engineering initiatives to standardize reporting, analytics, ETL, and data load processing using Cognos, Tableau, MicroStrategy, AWS RedShift, Oracle and Composite Software.
* ***Self Service BI Analytics -*** Advocated and implemented Tableau as the self-service BI platform. Trained business users to create visualizations by connecting to Composite Software as the data virtualization layer and AWS Redshift as the data source. This resulted in considerable savings by eliminating extensive ETL efforts and freeing up BI team resources from supporting day-to-day business questions. It also enabled the Team focus on data profiling and creating new products to further demonstrate value.
* ***Advancing Business Intelligence/Analytics:*** Partnered with the senior business leaders to redefine business processes, and delivery model which resulted in faster turnaround times, data quality improvements and cost savings. Enabled data storytelling, guided analytics and interactivity to data using Tableau by closely working with business leadership across departments.

EARLIER CAREER EXPERIENCE

**BI Tech Lead, XL Group**, Stamford, CT **2012 – 2013**

Led and managed on-site and offshore resources. Was responsible for Release management, work estimates, process improvement and quality control.

* ***Data modeling –*** Assessed current state, designed, and implemented an OLAP based multi-dimensional data and reporting framework to address the need for performing analysis on hierarchical data.
* ***Presentation -*** Provided MVP demos to senior business leadership.Performed code reviews, improved the average report performance by 60% and advocated best practices.

**BI Tech Lead, College board**, Reston, VA **2010 – 2012**

Designed and implemented a large-scale reporting solution that significantly improved the fault tolerance for over 180,000 Advanced Placement (AP) teachers and school/district administrators. Spearheaded the data modeling and report development best practices initiative to effectively streamline the report delivery process.

**BI Architect, Marketing and Planning Systems (Kantar Group)**, Waltham, MA **2008 – 2010**

Walmart & Home Depot - Designed and developed interactive dashboards to track customer satisfaction using Cognos Report Studio for store managers and executives to keep track of their KPIs. Created geospatial data visualizations using Google API to visualize report data by geo tagging their locations and adding interactivity through listeners and map controls. Co-ordinated integration testing, test case creation and test plans to ensure data quality. Developed JavaScript functions to add interactive drill-throughs and to set user cookies.

**Senior BI Consultant, Tufts Health Plan**, Watertown, MA **2006 – 2008**

Reverse engineered databases using Sybase Power Designer. Performed technical Analysis for the TriZetto data model. Designed metadata model packages using Cognos framework manager to perform ad-hoc reporting against TriZetto database. Performed Capacity planning, performance tuning for Cognos servers, best practices, installation, scheduling, security, and server administration.

**BI Consultant, MetLife**, Somerset, NJ **2005 – 2006**

Provided reporting and administration solutions that involved report development, setting up reporting environments, developing multi-dimensional cubes, setting up load balancing, monitor usage, performance statistics, performing stress tests, optimizing the Performance of reports by recommending best practices, reporting environment upgrades.

EDUCATION

**Bachelor of Engineering, Electronics and Communication**

Madurai Kamaraj University, India