**SRINIVASA KALYAN GEDDADA**

**BI Developer**

**Career Objective**

A challenging position with an expanding and dynamic company where I can implement skills that I have learnt through my education and past experience as well as enhance my knowledge by dedication and hard work. Seeking assignments in application Software Development, Database Management in a technology-oriented organization of repute.

**Professional Summary**

Having 8+ years of IT Experience in Development and Support with very good knowledge in MSBI with extensive usage of ETL & Reporting tools like SQL Server Integration Services (SSIS), SQL Server Reporting Service (SSRS) and SQL Server Analysis Services (SSAS).

**Professional Competence**

* Good knowledge on Microsoft Technologies like MSBI and SQL Server, Which includes MSBI suite (SSIS, SSAS, and SSRS).
* Analyze the source map documents and creating packages to move the data from source to destination.
* Creating packages for implementing ETL by using various control flow items for each loop, for loop and data Flow transformations to execute SQL, conditional split, multicast, derived column, lookup, sort, union all etc. Did error handling while moving the data.
* Good Knowledge on Power Pivot and DAX Queries.
* Good knowledge on BI reporting tool Power BI like creating dashboards, Assigning roles to users, creating pie charts and bar graphs etc.
* Implemented Performance Tuning at various levels.
* Implemented check point configuration, package configuration in packages for better reusability.
* Analyze the specified documents, based on that created cubes, measure groups from the data sources.
* Implemented KPI’s, actions, created calculated members for doing intermediate operations on the cube, and did partitions for parallel loading of data and use MDX’s for firing the queries.
* Process the facts, dimensions and implemented aggregation on granularity basis.
* Created simple and complex reports by customizing look and feel by using various report models and pass the parameters according to business user’s request.
* Proficiency at Data Transformations, Tasks, Containers, Sources and Destinations like Derived Column, Conditional Split, Sort and Merge Join Transformations to load data into Data Warehouse.
* Good knowledge of Data warehousing, OLAP, Dimensional Data Modeling like Star Schema Modeling, Snow-Flake Modeling for FACT and Dimensions Tables using Analysis Services.
* Good knowledge on database programming in writing SQL Stored procedures, User Defined Functions, Constraints and using various DDL and DML commands.
* Involved in the various phases of Software Development Life Cycle.
* Gave KT's to the newly added resources regarding ongoing framework and approach.
* Excellent analytical, trouble-shooting and good interpersonal skills.
* Excellent team player and self-starter with good ability to work independently and possess good analytical, problem solving and logical skills.

**Technical Expertise**

* Programming Languages : SQL,C
* RDBMS                                    : Microsoft SQL Server 2005.
* Reporting Tool                   :  SQL Server Reporting Services (SSRS)
* ETL Tool                   :  SQL Server Integration Services (SSIS)
* OLAP Tool                   :  SQL Server Analysis Services with MDX (SSAS)
* Utilities               : SQL Server Management Studio, Visual Studio
* Operating systems                   : MS - Windows

# **Projects Summary**

**Lord&Taylor New York City, NY\_**

**Designation:** BI Developer  June 2015 to Till Date

Roles & Responsibilities:

* Worked on requirements gathering and analysis of initial documentation.
* Developed OLAP Cubes by using SQL Server Analysis Services (SSAS), worked on Performance tuning of SSAS Cubes.
* Developed a cube by dividing the database fields in to measure groups and dimensions using SSAS.
* Extensively involved in the SSAS storage and partitions, and aggregations, calculation of queries with MDX, developed reports using MDX and SQL.
* Created Calculated Measures by writing MDX queries.
* Developing SSIS packages for any kind of enhancements.
* Extensively working in Data Extraction Transformation and loading from source to target system using SQL Server 2008 Integration Services
* Importing source/target tables from the respective data base by using execute package task using control flow tasks in SQL Server 2008 Integration Services.
* Created transformations and mappings using data flow tasks.
* Created Configurations to change the package properties dynamically.
* Created event handlers per the package using event handler tab.
* Used transformations like Derive Column, Conditional Split, Aggregate, Row Count, Lookup, sort, Data Conversion, Merge, Merge Join, and Union All to load data into Data Mart.
* Implemented Package Configuration, Message Logging and Auditing.

**Environment:**SQL Server Integration Services (SSIS), SQL Server Analysis Services (SSAS), SQL Server Reporting Services (SSRS), SQL server, Visual Studio, Power Pivot.

**Philip Morris International New York City,NY\_**

**Designation:** BI Developer Nov 2013 to May 2015

Roles & Responsibilities:

* Designing the Cubes for reporting in SSAS as per the requirement along with calculated members and required hierarchies which also includes basic MDX queries.
* Developing SSIS packages for any kind of enhancements.
* Understanding the business needs and provide the solutions accordingly.
* Extensively working in Data Extraction Transformation and loading from source to target system using SQL Server 2005 Integration Services
* Importing source/target tables from the respective data base by using execute package task using control flow tasks in SQL Server 2005 Integration Services.
* Created event handlers per the package using event handler tab.
* Used transformations like Derive Column, Conditional Split, Aggregate, Lookup sort, Data Conversion and Script Task to load data into Data Warehouse.
* Configuration, Logging and Auditing.
* As per requirements developed the reports in the form of Matrix, Table and Chart.
* Generated the Reports Weekly and Monthly wise as per the Client Requirements.

**Environment:**SQL Server Integration Services (SSIS), SQL Server Analysis Services (SSAS), SQL Server Reporting Services (SSRS), SQL server, Visual Studio, Power Pivot.

**Wools worth Bella Vista,Australia\_**

**Designation:** BI Developer Jan 2012 to Oct 2013

Roles & Responsibilities:

* Knowledge of Data Marts, OLAP, Data Modeling like Dimensional Data Modeling, Star Schema Modeling, Snow-Flake Modeling for FACT and Dimensions Tables using Analysis Services.
* Involving in the SSAS storage and partitions, calculated member, calculated measures by using MDX, developing reports using MDX and SQL.
* Involving defining, modifying and editing the relationships between the dimensions and fact tables.
* Involved in extracting data for cleansing activity from SQL source then transformed and loaded into Data Warehouse Targets using SSIS.
* Configuration, Logging and Auditing.
* Creating packages using SQL Server Integration Services.
* Used transformations like Slowly Changing Dimension, derived column, conditional split, aggregate, lookup, sort, merge join, union all, merge, and data conversion to load data into data marts.
* Extensively working in Data Extraction Transformation and loading from source to target system using SQL Server 2008 Integration Services
* Generating reports using SSRS from SQL Server Database (OLTP) and SQL Server Analysis Services Database (OLAP) and included various reporting features such as group by, drilldowns, drill through, sub-reports, navigation reports etc.
* Generated the Reports Weekly and Monthly wise as per the Client Requirements.

**Environment:**SQL Server Integration Services (SSIS), SQL Server Analysis Services (SSAS), SQL Server Reporting Services (SSRS), SQL server, Visual Studio, Power Pivot.

**Company Asset Management (CEF) Philadelphia, PA**

**Designation:** BI Developer July 2010 to Dec 2011

##### Roles & Responsibilities:

* Analyze the source map documents and creating packages to move the data from source to destination.
* Creating packages for implementing ETL by using various control flow items for each loop, for loop and data Flow transformations execute SQL, conditional split, multicast, derived column, lookup, sort, union all etc. Did error handling while moving the data.
* Implemented Performance Tuning at various levels.
* Implemented check point configuration, package configuration in packages for better reusability.
* Develop the package for ETL process (First Run and Incremental)
* Involved in creation of the package and was responsible for moving the package from development server to production server.

**Environment:**SQL Server Integration Services (SSIS), SQL Server Analysis Services (SSAS), SQL Server Reporting Services (SSRS), SQL server.

**Sales and Retailer System (Delphi) Kent, UK**

**Designation:** ETL Engineer May2009 to June 2010

##### Roles & Responsibilities:

* Requirements gathering for ETL and Analysis specifications.
* Creation of Packages in SSIS to load data from OLTP to Staging, DWH Tables.
* Applying Derived Column, Multicast and Conditional Split, Lookup, transformations while loading Data into DWH.
* Creation of event handlers within the SSIS packages.
* Creation of configurations, Deploying packages to target server.
* Creation of reports from DWH using SSRS.
* Creation of Tabular, Crosstab Chart types of reports in SSRS as per end user requirements.
* Wrote stored procedures in management studio to fetch data for reports
* Creation of Multidimensional cubes in SSAS environment.

**Environment:**SQL Server Integration Services (SSIS), SQL Server Analysis Services (SSAS), SQL Server Reporting Services (SSRS), SQL server.

**Business Process Management for Dixon Hyderabad, India**

**Designation:** ETL Engineer June2007to April2009

##### Roles & Responsibilities:

* Preparation of ETL Design Documents.
* Implementation of data extraction, transformation, and loading (ETL) processes
* Creation of SSIS packages to implement ETL process to load fact and Dimensions Tables
* Creation of package configuration to handle data source connection information
* Implementing Logging for each SSIS package
* Design and deployment of different reports in tabular, Matrix, Graphical for interactive analysis
* Creation of report subscriptions to send the reports by mails by scheduling the reports.
* Providing report level securities for end used.
* Creation of multidimensional cubes in SSAS.
* Creation of SQL server agent jobs with SSIS packages to run daily ETL's at schedule times
* Creation of SSIS packages with Analysis process tasks to process cubes

**Environment:**SQL Server Integration Services (SSIS), SQL Server Analysis Services (SSAS), SQL Server Reporting Services (SSRS), SQL server.

**Education Details**

* Bachelors of Technology – Computer Science.