**SOWMYASRI**

**Sr Data Analyst**

**Charlotte, NC |** **venkatesh.g@itechstack.com** **| 609-905-0827**

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**Summary:**

* **Detail-oriented Data Analyst** with 10+ years’ experience in interpreting and analyzing data to drive solutions. I am proficient in **marketing analytics, risk assessment, fraud detection,** Data Analysis, Data Mining, Database Marketing, Customer Profiling, Decision Making, Factor Analysis, data Visualization and Market Research.
* **Strong Problem-Solving Skills** combined with **data-driven mindset**, Utilizing **Python,** **SAS** and **SQL** to automate reporting processes and streamline analytical workflows.
* **Skilled in building interactive dashboards and visualizations** using T**ableau, Power BI, and Looker,** enabling stakeholders to monitor KPIs and make informed strategic decisions.
* Involved in creating Dashboards, reports as needed using **Power BI’s** DAXand Power Query
* Adept at **SQL querying and database management,** optimizing data pipelines and ensuring data integrity to support business intelligence initiatives.
* I am skilled in managing big data sets and automating analyses and reports using SQL across various platforms like Oracle, Teradata, MS SQL server, DB2, BigQuery and Cloud Services.
* Utilized snowflake for data warehousing and analytics, optimizing data retrieval processes and improving reporting efficiency
* Proven experience in designing and executing **A/B tests**, conducting statistical analyses, and interpreting complex data to improve business outcomes.
* Proficient in automating jobs using cron **shell scripting** as well as tools such as **GITHUB** and **Airflow**
* Proficient in using **Jira** for project management, task tracking, and workflow optimization to enhance team collaboration and productivity.
* Demonstrated capacity to work in fast-paced environments, handling large datasets, and delivering data-driven solutions that improve efficiency and drive business growth.
* I am skilled in data cleansing for detecting and correcting inaccurate records from tables and databases.
* Played a key role in cross-functional projects, bridging the gap between business and technical teams, and providing analytical expertise to ensure successful project implementations.
* Familiar with **cloud-based data platforms** like AWS and Google BigQuery for efficient data storage and retrieval.

**Technical skills:**

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| --- | --- |
| Languages | Unix scripting, SQL, SAS (9.2/9.3/9.4), Python,SAS Viya, R |
| Skills set Tools | SDLC, SAS/SQL, SAS/CONNECT, SAS/MACROS, SAS/Enterprise Guide, SAS AML, ODS, SAS STUDIO, DOMO, Tableau, Looker, SAS Data STudio, SAS Visual Analytics, Jupyter Notebooks, Power BI, Alteryx, DataBricks, Collibra, Google Studio |
| Databases/Data Warehouse | ORACLE, Teradata, db2, Microsoft SQL Server, MySQL, PostgreSQL, Metadata, Hadoop, Google Big Query, Snowflake,BigData |
| Operating Systems | UNIX/Linux, WINDOWS, MainFrame,Spark,Hadoop |
| Platforms | Putty, MS-SQL server, Teradata SQL assistant, TOAD,FileZilla, ReflectionX, Cygwin, ipswitch, WinSCP, Oracle SQL Developer, SSMS, JIRA, GitHub, Airflow |
| Office Tools | MS Word, MS Excel, MS PowerPoint, MS Access, and MS Visio |

**Professional Summary:**

**Credit Karma, Charlotte, NC Nov 2022 – Till Date**

**Data Analyst/SAS Developer**

As a Trust and Safety Analyst in the fraud team, my role involves monitoring and identifying fraudulent activities, investigating suspicious behavior, and implementing measures to prevent fraud within the organization using Big Query

**Responsibilities:**

* Developing, optimizing and enhancing fraud strategies and models to identify and mitigate fraudulent activities while minimizing false positives Using SQL in BigQuery.
* Developed and maintaining efficient ETL pipelines using SQL (Big Query) and Python, ensuring accurate and timely data extraction, transformation, and loading from multiple sources in to centralized data warehouse, which improved data accessibility and reporting efficiency.
* Conducting User Acceptance Testing (UAT) to validate the effectiveness of trust and safety systems, ensuring they meet business requirements and regulatory compliance.
* Monitored and reported on Hero Metrics to access the performance of trust and safety initiatives, identifying areas for improvement.
* Leverage SAS and SQL (Big Query) to conduct comprehensive data analysis aimed at identifying patterns indicative of fraudulent activities.
* Conducted data analysis and investigations to identify patterns, anomalies, and potential risks, supporting fraud detection and prevention efforts.
* Utilized Python Pandas for comprehensive data analysis, including data cleaning, manipulation, and visualization, to extract actionable insights and drive informed decision-making in project contexts.
* Creating visually compelling, user friendly Power BI reports and dashboards, translating complex data into actionable insights for stakeholders.
* Utilized DAX, Power Query and other Power BI tools to build complex calculations, custom metrics, and advanced visualizations that drive data driven decision-making.
* Optimized Tableau workbooks for performance, resolved data discrepancies, and ensured seamless data refresh processes for accurate, real-time reporting.
* Designed and optimized Snowflake data warehouses by implementing data models, writing SQL queries, and applying performance tuning techniques for scalable analytics.
* Managed data pipelines by integrating Snowflake with ETL tools and cloud platforms, ensuring data quality, security, and efficient loading from diverse sources.
* Designed, Implemented, and maintained scalable data pipelines using Airflow to automate data extraction, transformation, and loading processes, ensuring timely data availability for analytics and reporting
* Leveraged JIRA for agile project management, facilitating task tracking, managing backlogs, and team collaboration to enhance project delivery.

**Environment:** SQL, SAS 9.4, SAS EG, SAS Studio, Big Query, Python, PowerBI, Looker, Tableau, Air Flow, Git Hub, JIRA, Jupyter Notebooks, Snowflake

**Mercury Financial, Austin, TX Dec 2021 - Oct 2022**

**Data Analyst/Acquisition Campaign Execution Developer**

Worked with Acquisition team to create marketing contact list with new targeted customers based on the business requirements.

**Responsibilities:**

* Mainly involved in requirement gathering, data mapping, development and execution of our marketing campaigns including direct mail and email channels.
* Partnered with associates in other Business areas to define business needs and helps Translate these needs into system requirements.
* Collaborated with business partners to implement communication strategies through campaign development, enhancement and maintenance.
* Worked Continually to identify ways to improve and enhance current operational processes, increasing value and usability and optimize end-to-end process.
* Assisted in migrating data from ICS system to Unica platform a campaign tool to manage campaigns and also involved in validating program performance in Acxiom.
* Utilized agile methodologies to drive project success, enhancing collaboration and efficiency across cross-functional teams.
* Used JIRA to create, track, and manage issues (bugs, tasks, user stories) across multiple projects, ensuring proper status updates, prioritization, and resolution.

**Environment:** SAS 9.4, SAS STUDIO, SAS/BASE, SAS/SQL, SAS/MACROS, SQL Server, Unix, MS office, FileZilla, Ultra Edit, Ultra Compare, JIRA,Putty

**Wells Fargo, Charlotte, NC Sep 2019 - Nov 2021**

**Data Analyst**

Worked with Wholesale fraud team and involved in created Fraud alerts and maintaining jobs related to those alerts.

**Responsibilities:**

* Mainly involved in Maintaining/Monitoring SAS code and alerts related to mobile Biometric and Soft token enrollments for wholesale customers and make necessary changes to SAS code as per business requirements.
* Working closely with businesspeople to gather business requirements related to any upcoming changes.
* Developing multiple production reports and responsible for all aspects of these reports including deployment, generation, maintenance, documentation, and performance.
* Assisting in performing required data analysis and discussing the findings with businesspeople in regard to applying/Creating new rules.
* Involved in performing analysis related to Biometric enrollment issues and present the findings to businesspeople to make necessary changes.
* Optimized Tableau workbooks for performance, resolved data discrepancies, and ensured seamless data refresh processes for accurate, real-time reporting.
* Assisted other team members in Managing, Monitoring and coordinating fraud alerts related to online transactions for wholesale customers
* Developed interactive dashboards and reports in Tableau, transforming complex datasets into clear, actionable insights for business stakeholders.
* Connected Tableau to multiple data sources (SQL, Excel, CRM systems) and performed data analysis to identify trends, outliers, and key business metrics
* Involved in Writing Shell script programs and automating SAS jobs using Crontab.

**Environment:** SAS 9.4, SAS EG 7.1, SAS/BASE, SAS/SQL, SAS/MACROS, Teradata, SQL Server, Oracle, Unix, MS office

**Mercury Financial, Austin, TX Jul 2018 - Aug 2019**

**Data Analyst**

This Project involved in Creating target list for marketing campaigns and involved in performing summary analysis on campaign/transactions/payment/Transunion data.

**Responsibilities:**

* Gathering requirements from business users and analysts and performed required analysis.
* Understanding business requirements to build marketing campaigns and constantly interact with different departments to deploy campaigns which cross sell and increase current customer usage of financial products.
* Developed code and performed data manipulation using SAS, SQL and EXCEL and built customized queries to successfully complete tasks.
* Managed multiple projects simultaneously, programming customized queries to successfully complete tasks by determining priorities and project deadlines.
* Built, deployed and automated marketing campaigns to existing Credit Shop LLC customers using SAS.
* Provided expertise on the impact of data changes on model performance including whether re-calibration or rebuilding is required.
* Applied SAS and SQL skills to proactively identify opportune areas for adding business value.
* Validated, analyzed and created reports with the existing data using SAS procedures and create dashboard for Analytics team to use.
* Set up and maintain JIRA workflows, permissions, and issue types to align with team processes. Customize dashboards, filters, and reports to enhance team productivity and visability.

**Environment:** SAS 9.4, SAS STUDIO, SAS/BASE, SAS/SQL, SAS/MACROS, SAS/GRAPH, SQL Server, Unix, MS office, FileZilla,JIRA

**Wells Fargo, Portland, OR Jul 2016 - Jun 2018**

**SAS Analytic Consultant**

This Project Mainly focused on Studying Customer Enrollment, Authentication and Fraudulent data related to Voice Biometrics and generating reports accordingly.

* **Responsibilities:**
* Developing multiple production reports and responsible for all aspects of these reports including deployment, generation, maintenance, documentation, and performance.
* Generating target list for Voice Biometrics promo offer messages across multiple LOB’s by considering different scenarios like trusted mobile numbers, Prior Voice Biometrics Enrollment and Fraud reports from past.
* Assisting in monitoring customer data after launching new product and reporting after finding and issues during product enrollment.
* Generating summary report while studying on total voice Enrollment an Authentication daily basis across multiple LOB’s and Generated an detailed reports on reason for failed Enrollments and Authentications.
* Involved in finding Fraud data on Voice Enrollments/Authentication and proving a detail report on findings immediately.
* Creating contact list using VB enrolled Customers and Non-Voice-Bio target customers for marketing research purpose.
* Studying customer behavior analysis for Voice-Bio customers - Before and After Enrollment. Voice Verification Vs Traditional Authentication usage, obtained in IVR Vc transferred to banker.
* Complex analyses on large amounts of operational data and presenting results of analysis and recommendations to senior management.
* Evaluating current analytical reporting processes and outputs, identifying automation opportunities and developing report automation enhancements.
* Performing Data analysis, Data Validation, generating reports, listings and graphs using tools – SAS/Base, SAS/Macros, SAS/Graphs, SAS/SQL and MS EXCEL.
* Used SQL Pass Through and Libname Facility to extract data from Teradata, Oracle and SQL.
* Performing data manipulations using SAS data step, procedures such as SAS Format, Informat, Merge, Append, Datasets, Sort and Transpose.
* Imported and Exported data from Text files, Saved Queries, Inserted Subtotals, created advance Filters.
* Utilized R and packages like dplyr and tidy to preprocess, clean, and transform raw datasets into structured formats suitable for analysis.
* Createted data visualizations using tools like ggplot2 and plotly, and generate automated reports and dashboards to effectively communicate findings to stakeholders.
* Working on creating pivot tables using worksheet data for data mining purpose.
* Expertise in Korn Shell Scripting and automating SAS jobs using Crontab.
* Developing weekly dashboard charts for all contact centers which had high visibility among leadership.

**Environment:** SAS 9.3/9.4, SAS EG 5.2/7.1, SAS/BASE, SAS/SQL, SAS/MACROS, SAS/GRAPH, R, Teradata, SQL Server, Oracle, Windows7, Unix, MS office

**CHECK INTO CASH, Chattanooga, TN Nov 2015 – Jun 2016**

**SAS Data Analyst**

Check into Cash is a national lender in direct lending, providing customers with affordable, short-term, small dollar credit solution. It provides Payday Advances, In-Store cash Advances, Online Payday Loans, Title loans, Title Pawns, Check cashing, Western Union, Walk-in bill pay, and Reloadable prepaid U.S. Money Cards in nationwide centers.

**Responsibilities:**

* Working on validating the performance of new strategies for retail and online products and providing the research results in case of finding the unexpected results. Also involved in making necessary changes to code for strategies validation by gathering the requirements from businesspeople in necessary basis.
* Experience in monitoring the strategies and back testing of the variables for measuring the performance of the strategies on daily basis.
* Assist in the creation of quantitative and qualitative primary research and present the findings.
* Data extraction (based on business requirements) from different sources like MS SQL server, Flat files, Excel sheets and build/validate monthly datasets.
* Analyzed the loan data to generate statistics report using SAS, summarizing accounts by FT score bucket, product type, state and account status.
* Developed summary tables of the data in various sources using base SAS and SAS/Macro.
* Validating SAS datasets using SAS procedures like PROC MEANS, PROC FREQUENCY, PROC UNIVARIATE AND PROC RANK.
* Having Extensive skills in using procedures such as PROC APPEND, PROC IMPORT, PROC SUMMARY, PROC CONTENTS, PROC SURVEY SELECT, PROC TRANSPOSE AND PROC SQL.
* Responsible for managing, monitoring and coordinating fraud risk management projects for Retail and online products
* Worked closely with different marketing groups in designing and analyzing the data.
* Generated Graphs and charts using Proc GCHART Procedure
* Handled the tasks of creating documents and flow charts by using Visio for respective models.
* Assisted in testing the effectiveness of new application against our current model in the process of predicting the possible charge offs.
* Used DOMO to generate Cards and analyze data for the performance portfolio by uploading the tables from SQL server using DOMO work bench.

**Environment:** SAS 9.3, SAS EG 5.1, SAS/BASE, SAS/SQL, SAS/MACROS, ODS Graphics Editor, Windows7, MS SQL SERVER management studio, DOMO, MS office

**JPMorgan Chase, Wilmington, DE Jan 2014 – OCT 2015**

**SAS Developer**

Working for credit card services on campaign data management for JPMC, providing everyday banking and product marketing analysis. Developing marketing campaigns for consumer & commercial banking products, upgrades and promotional offers. This project involves in data analysis reporting and developing SAS models to gather data based on marketing campaigns for various card products. These datasets are directed towards being used of capturing new customers through direct mail and telemarketing.

**Responsibilities:**

* Developing code to create marketing contact lists (Primarily using SAS in UNIX and Teradata) based on technical specifications to pull and manipulate large volumes of complex account data.
* Performed daily, weekly, monthly and ad-hoc campaigns as per deliverable schedules.
* Used SQL pass through facility to connect to Oracle tables and created datasets using various SQL joins.
* Experience in data manipulations including the usage of basic standard SAS procedures such as Proc Freq, Proc Format, Proc Sort, Proc SQL, PROC survey select and Proc Summary as well as traditional SAS data step programming in Unix Environment.
* Experience in bringing large data from SAS and non-SAS (Teradata or Oracle or DB2 database) data sources into a SAS environment and performing SAS data manipulations against the resulting sets. This includes ability to merge datasets and to write SAS Macros and generate list outputs/reports.
* Validating and testing all code for accuracy and efficiency.
* Completing necessary documentation to evidence the code matches requirements and that it meets department’s quality standards.
* Provided the Audits to BA/PM, tester and marketers based on the spec requirements.
* Helping explains technical details of code to a less technical business audience.
* Providing good timeline estimates for coding based on functional specifications and manages expectations with business partners.
* Communicate with business contacts as necessary to help explain results.
* Used Crontab and shell scripting to start SAS process, control jobs and redirected input and output
* Performed a hybrid role: developed both the spec and code based on the business requirement document
* Assisted in testing the applications post server migration and provided the reports on performance of applications

**Environment:** SAS 9.2, SAS/BASE, SAS/SQL, SAS/MACROS, UNIX, Windows XP, ORACLE, TERADATA, MS office

**EDUCATION**

**Master of Science**|University of Bridgeport, Bridgeport, CT

**Bachelors** | Don Bosco College, Acharya Nagarjuna University, Guntur, AP, India

**CERTIFICATION**

* Alteryx Designer Core | July 2024 - June 2026