**Ameet Ranjan Penkar**

Email: [ameet.penkar@outlook.com](mailto:ameet.penkar@outlook.com)

Phone:+91 8237435838

**Experience Summary**

**Over 10 years** in Data Warehousing projects for customers in US and Europe in the areas of Business Intelligence and Data Integration (ETL).Well acquainted with concepts of project delivery such a managing quality, meeting customer expectations, effort estimation, working in an onsite-offshore model, leading a team, identifying training needs for the team, identifying project risks and working with the customer managers to get new projects/initiatives.

**Highlights:**

* Expertise in **Retail Analytics** with an emphasis on Store Profitability Analytics and Merchandising metrics.
* Hands on experience in **designing and architecting ETL** including leading a program to upgrade Datastage 7.5.2 to IIS Datastage 8.7
* Worked extensively to enable SAP implementation from the **data integration perspective**.
* Very good exposure to **Digital Analytics**-Worked with Acxiom([www.acxiom.com](file:///G:\Career\CVs\www.acxiom.com)) and business users to finalize our **KPI framework** in the areas of Customer Analytics, Campaign Management ,Email Campaign Management and Loyalty Management
* Working with customer managers in identifying new business opportunities in BI/ETL area.

**Experience details:**

* Skilled at helping clients meet goals by applying analytics that utilize understanding of business, products and industry.
* Translate information into insight, knowledge, and understanding for the business.
* Essayed a number of roles including Onsite co-ordinator, module lead and lead developer.
* Involved in all the stages of the software development cycle, namely specification, design, coding, debugging, testing (test plan and test execution), integration, Regression and system testing, documentation and maintenance of the programs.
* Expertise in ETL design and architecture and worked extensively on ETL tools such as **Datastage (Primary), Informatica and OWB**.
* Extensive knowledge of UNIX shell scripting.
* Expertise is resolving **data issues** in reporting applications like Microstrategy, Hyperion Essbase.
* Have been contributing to RFPs (Request for Proposal) for BI contracts.
* Have received a number of appreciation letters from for excellent performance in project execution.
* Have extensively worked in customer interfacing roles
* Experience in working on BI applications in the Retail, Automotive and Consulting domains
* Good Communication, Presentation and Interpersonal skills with excellent problem solving capabilities.

**Technology**

Below is a list of important hardware, software products, tools and methods that I have worked with.

|  |  |  |
| --- | --- | --- |
| Tools | Methods | Software Products |
| Datastage 8.7(and earlier versions)  Microstrategy  Informatica  Business Objects (Preliminary)  Oracle 9i Warehouse Builder  Oracle Sales Analyzer | RDBMS: Oracle 8iR3, Oracle 9i ,SQL Server 7 | ErWin (Preliminary)  Microsoft Project(Preliminary)  Kintana  (Preliminary) |

**Assignments**

The details of the various assignments that I have handled are listed here, in chronological order.

**Best Buy Canada Inc.**

|  |  |
| --- | --- |
| Period | JUL 2013 till date |
| Description | * Architect a BI solution which will enable * Relevant metrics required to support business decisions * Timely information to support business actions * User friendliness in current framework. * Analysis capabilities including drill, slice/dice in existing system. * Adhoc reporting and self service capabilities requiring minimum IT involvement. |
| Role | BI Designer |
| Solution Environment | Qlikview  Informatica |
| Location | Pune, India |

**Michaels Stores Inc.**

|  |  |
| --- | --- |
| Period | JUL 2011 to JUN 2013 |
| Description | **ETL Upgrade:**   * Leading the ETL team on the Datastage Upgrade project   Datastage 7.5.2 is being upgraded to IIS (Infosphere Information Server) Datastage 8.7.   * The project involves   Finalizing the test strategy by considering factors such as testing all the Datastage functionalities, Data scenarios, different groups utilizing the ETL etc.  Setting up a new Unix server and install Datastage tool.Work out configuration for the same.  Deploying the code on the new server and testing the same.  Establishing interfaces to external and internal entities from the server.  Cleanup and optimization of the ETL.  Roll out the code to new production server in such a way that business impact is minimized.  Training teams on utlizing the new IIS (Infosphere Information Server) Datastage 8.7  Interaction with the vendor(IBM) for troubleshooting issues.  **Enhancements:**   * Work with Business to understand the business requirements, Design ,Develop and deploy the code for ETL enhancement projects. * Identified data sources using the full ecosystem of data sources for the KPIs requested for Digital Analytics. * Supported the Axciom KPI reporting for issues reported by business users. |
| Role | Project Leader and Onsite co coordinator for various ETL projects. |
| Solution Environment | ETL-tool – IBM Infosphere Information Server Datastage 8.7  RDBMS – Oracle , Netezza |
| Tools | Custom tool used for version control. |
| Location | Irving TX |

**ANN INC.**

|  |  |
| --- | --- |
| Period | JAN08 to JUL 2011 |
| Description | Maintenance and Enhancement of Business Intelligence applications including Store Analytics and Data integration projects. |
| Role | Analyze transactional data across multiple dimensions, including product and location in order to mine opportunities and drive improvement.  Summarize analytical results, drawing out key learnings, and presenting to key internal clients.  Responsible for maintaining key merchandising KPIs with an emphasis on Store Profitability.  Working with business users to identify and document user requirements.  Leading the ETL team. Activities involved are co-ordination with client managers and offshore, planning the activities of the ETL team, build a knowledge repository and be the point of contact for the pipeline for future ETL, BI projects. |
| Solution Environment | ETL-tool – IBM Websphere Datastage with parallel extender, RTI, XML and web services pack.  RDBMS – Oracle, RDBMS , SQL server  Reporting: Microstrategy, Custom dashboard tools. |
| Tools | Custom tool used for version control. |
| Location | Louisville KY and New York NY |

**General Re Corporation**

|  |  |
| --- | --- |
| Project | Global IL team-various projects. |
| Period | AUG07 to DEC07 |
| Description | The IL (Information Layer) team executes all Data warehousing and Data migration activities in the enterprise. The project pipeline is planned in such a manner so as to optimally use the team resources and get the maximum output. Effort is continuously tracked. |
| Role | Leading the ETL team. Activities involved are co-ordination with client managers and offshore, co-ordinating the project execution, estimation for new projects, work prioritization. |
| Solution Environment | ETL-tool – Informatica.  RDBMS – Oracle |
| Tools | Kintana (Preliminary use),Microsoft Project |
| Location | Trumbull ,CT ,USA |

**Daimler**

|  |  |
| --- | --- |
| Project | Data migration-Upload Tool |
| Period | DEC06 to JUN07 |
| Description | As part of a strategic initiative, a new BOM (Bill Of Materials) is being developed. The legacy data has to be migrated to the new BOM. |
| Role | Project manager: leading the Upload tool team. Activities involved are co-ordination with client managers and offshore, leading and co-ordinating the spec and design effort, putting in place a system for ETL projects, act as the point of contact from TCS side for the project. |
| Solution Environment | ETL-tool – Various ETL tools being evaluated.  RDBMS – IBM UDB DB2 version 8.2.5 |
| Tools | Excel, Microsoft Project Plan |
| Highlights | This is the first instance where the client will be using an ETL tool. It is necessary to give the client a correct picture as to what is achievable by ETL tools so as to manage the expectations. |
| Location | Fellbach ,Germany and Mumbai ,India |

**Mckinsey &Co.**

|  |  |
| --- | --- |
| Project | EER(Engagements Economic Reporting) |
| Period | JAN2006 to DEC06 |
| Description | Monitoring the economics during the course of the engagement gives a chance to correct the situation before the engagement is finished by adjusting billing, staffing or scope.  There is currently no simple and automated way of combining the information in existing systems and generate a projected economic outcome of an engagement and information from several sources/systems/reports needs to be manually combined to achieve the same.  EER is envisioned as a solution to all of the above pain areas. EER reports are designed to combine information from multiple sources. |
| Role | ETL Team Lead: leading a team of 5 ETL developers. Activities involved are estimation of effort, involved in grooming developers, leading and co-ordinating the development effort, QA and deployment of the ETL and Co-ordination with Client managers and the onsite team. |
| Solution Environment | ETL-tool – IBM Websphere Datastage 7.5  RDBMS – Oracle 9i  Front End-Cognos |
| Tools | Svn, Microsoft Project Plan |
| Highlights | Received appreciation from the client managers about the successful, timely delivery of a complex project of such scale and complexity. |
| Location | New York ,NY ,USA and Mumbai ,India |

|  |  |
| --- | --- |
| Project | SAIL DWH Maintenance |
| Period | MAY-2004 to DEC-2005 |
| Description | This is the Client’s Enterprise Datawarehouse. New subject areas (Data Marts) are being added to the EDW on a continuous basis on the basis of recommendations of business users. The project covers maintenance and enhancements on an on-going basis |
| Role | Interaction with Client and understanding business requirements  Hands on ETL Development  Interfacing with QA for bug fixing |
| Solution Environment | ETL-tool – Ascential Datastage 6.0.1 and 7.5  RDBMS – Oracle 9i |
| Tools | PVCS(Custom Source Control tool of the Client) |
| Location | Mumbai, India |

**Weyerhaeuser Inc.**

|  |  |
| --- | --- |
| Project | WEYCO-DF |
| Period | DEC-2003 to APR-2004 |
| Description | The project involves the consolidation of data from a variety of sources. Data is cleaned and standardized to one common format and sent to the Staging area. This data is to be eventually loaded into the SAP BW. High degree of reusability of the ETL jobs is required. |
| Role | Interaction with Onsite team and understanding business requirements  ETL design according to Requirements  Hands on Development |
| Solution Environment | ETL-tool – Ascential Datastage 7  RDBMS – MS SQL Server  OLAP-SAP BW |
| Tools | MS-VSS (for source code control) |
| Location | Bangalore ,India |

**Bajaj Allianz General Insurance**

|  |  |
| --- | --- |
| Project | DATA WAREHOUSE FOR INSURANCE COMPANY |
| Period | MAR-2003 to SEP-2003 |
| Description | This is one of the first Data warehousing ventures in the upcoming Insurance vertical in the country. The business in this vertical is relatively new and very challenging. Converting the business requirements into the ETL logic is very challenging. This is the first attempt of the Client to exploit the ERP (OPUS) for Data warehousing. Data is to be pulled out of the ERP .The ETL has used Surrogate Key for a vastly superior performance. SCD2 (Slowly Changing Dimension-type II) has been implemented in this project for two dimensions. |
| Role | Converting the Business logic to ETL logic.  Designing the ETL project with planning for Backup and DRP strategy  Designing the ETL mappings to implement the transformations.  Co Ordinate the loading of all data through the ETL |
| Solution Environment | ETL-tool – Oracle 9i Warehouse Builder  Front end – BO (Business Objects)  OLAP engine – BO (Business Objects)  RDBMS – Oracle 9i |
| Tools | MS-VSS (for source code control) |
| Location | Pune, India |

**Hindustan Unilever Limited**

|  |  |
| --- | --- |
| Project | CSCOA **(**Customer Standard Chart of Accounts) |
| Period | NOV-2002 to MAR-2003 |
| Description | Currently there are two different data marts for analysing Sales and Financials. The two data marts have different scopes and end user functionality. CSCOA project aims at marrying the two so that a larger picture is obtained. Data is pulled out of these data marts for differing as well as common Dimensions at differing granularities. Allocations and Apportionments are done for the data based on Business principles of the client. |
| Role | Co-ordinate the project as a lead and interact with the client  Understand requirements  Design of the data mart  Design ETL logic and the Dataflow  Co-ordination and Testing  Implementation and User Training |
| Solution Environment | Front end – OSA 11i  OLAP engine – OES 6.3  RDBMS – Oracle 8iR3  ETL-tool – Ascential Data Stage 4.2 |
| Tools | MS-VSS (for source code control) |
| Location | Bangalore, India |

|  |  |
| --- | --- |
| Project | SSR (Single Stream Reporting) |
| Customer | Hindustan Lever Ltd. (HLL) |
| Period | OCT-2001 to JAN2003 |
| Description | This is the Financial reporting System of the Client and hence has is critical Data sent from a wide variety of sources has to be seen if it is complete and then integrated to give the Financial statements for the reporting requirements. Handling of all enhancements as well as maintenance and support for the ETL and OSA (everything except DBA activities). |
| Role | Understand requirements (maintenance as well as Enhancements) and convert them into System requirements.  Co-ordinating with the Developers for On-site implementation.  Co-ordinate with DBA for performance tuning.  End-user training (enhancements) |
| Solution Environment | Front end – OSA 11i  OLAP engine – OES 6.3  RDBMS – Oracle 8iR3  ETL-tool – Ascential Data Stage 4.2 |
| Tools | MS-VSS (for source code control) |
| Location | Bangalore, India |

|  |  |
| --- | --- |
| Project | CAPEX (CAPITAL EXPENDITURE) |
| Period | JUN-2001 to OCT-2001 |
| Description | The life of an asset begins with a budget being prepared and a Capital Proposal rose for it. From this time to the date when the asset is fully written off the finance department is interested in monitoring the life of the asset. When the Project was nearing completion, it was observed that the performance was not optimum. I was able to successfully co-ordinate with the Client for Design changes and deliver the final project with a vastly superior performance. |
| Role | Development  Co-ordination and Testing  Optimisation of performance.  Implementation and User Training |
| Solution Environment | Front end – OSA 11i  OLAP engine – OES 6.3(This is a MOLAP data mart) |
| Tools | MS-VSS (for source code control) |
| Location | Bangalore, India |

**Education**

Master of Management Studies, (Marketing Management), University of Mumbai, India, 2001

Bachelor of Engineering, (Production Engineering), University of Mumbai, India, 1998

**References available upon request.**