## **Christopher Binsley**

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## Business Intelligence Analyst | Data Warehouse Professional

Highly successful turning data into information, information into vision and vision into business decisions

Highly skilled BI and Data Analyst with proven track record developing data solutions in conjunction with crucial initiatives driven by different business groups within organization. In-depth expertise leveraging business analytics to provide critical insights into trends and performance, proactively make recommendations and proposals to improve business and optimize resources. Collaborate with internal and external stakeholders, outstanding problem-solving skills, work well in fast-paced environments. Excellent communicator with ability to influence. Specialties include sales, pharmaceutical and supply chain analysis.

### **Highlights of Expertise**

- Strategic/Analytic Thinker
- Business Analysis
- Functional Documentation
- Process Improvement
- Technical Troubleshooting
- Project/Program Management
- Quality Assurance

- Data Warehouse Architecture
- Data Visualization
- ETL Analysis and Development
- Industry Best Practices
- Cross-Team Collaboration
- Process Reengineering
- Data Analysis / Mapping / Cleaning

## **Career Highlights**

- Executed the project of the Upgrade of Cognos from version 11.0.6 to 11.1.7 and to 11.2.4.
   Performed the upgrade of reports from a CQM based package to the more modern technology of a DQM based Model. Developed the Project plan including all testing that was needed.
- Involved a full analysis of existing reporting, BRD documentation, and analysis to consolidate
  existing reporting from multiple sources, to allow for more robust reporting solution from a single
  source of truth. Performed Data Analysis using complex SQL methods to ensure proper Data
  Analysis and accuracy. Designed and developed SSRS reporting for Real-time data reporting.

- Experience in performing in an Agile environment at JPMC, using JIRA for tracking stories from requirements through to Production, and Azure DevOps at my current position for tracking QA and UAT being performed.
- Worked with Stakeholders, to Utilize data from multiple ERP systems to design and develop a new
  Data Warehouse, utilizing SSIS, DataStage, and MSSQL server. Implemented many data solutions
  using the Kimball methodology, to provide the most flexible and efficient reporting to the user
  community. Worked extensively on complex queries, procedures, functions, tuning and
  management MS SQL Server.
- For NTT Data, worked with the Business to Analyze and development of numerous BRDs, for the
  purpose of converting a Business Intelligence reporting system from SSRS, and Excel, to use
  Cognos 11. This included analyzing current reporting for consolidation opportunities and
  improvements, as well as producing Source-to-Target mappings to track from the source and
  convert to use a newly developed data warehouse.
- Developed a reporting solution, using the Cognos BI system, to design and develop, dashboards
  and reports on Product returns; Designed and developed ETL processes using SSIS and
  DataStage to collect and transform data; to isolated why top 10 products returned to address
  issues, reduce product returns, and cut costs.
- Worked with Upper Management, to design and developed new set of Dashboards and Reports in Cognos 11, to monitor and report on Impax Project (Drug) Portfolio, to monitor development and testing status for all new drugs in pipeline. Communicated with upper management on Progress, milestones, and training on use.
- Designed and Developed series of dashboards for JP Morgan Chase and reports in Cognos 11
  and Tableau, on Company Spend; isolated the top 10 vendors, categories of spend, to more align
  the company's vendor choices, and cut costs.
- For Integra Lifesciences Corporation, created central reporting solution, using Cognos 10, as well
  as obtained, analyzed, and consolidated data from 13 different systems for all Accounts
  Receivable companywide, saving numerous hours of manual work for Finance Group. Designed
  ETL processes and Source-to-Target mapping.

# **Career Experience**

D&H Distributing Inc , Harrisburg, PA

Facilitated and performed the analysis, design, and execution for the Upgrade from Cognos 11.1.7 to 11.2.4. Provided analysis, re-architecture of the processes for SDLC, promotion strategies, and integrating some of the new features of Cognos to the business.

### Business Intelligence Analyst / Team Lead (August 2022 to March 2024)

- Interface with business units to Analyze, define business requirements, and develop data and reporting solutions for our internal and external customers, that effectively delivers data and reporting.
- Support the Cognos reporting as well as the SSRS SQL reporting environment daily.
- Organized and executed the project of the Upgrade of Cognos from 11.1.7 to 11.2.4. Organized
  the hardware upgrades, as well as the project plan for the upgrade on all 3 environments.
   Performed the testing as well as organized the User Acceptance testing for all environments.
- Worked with management to analyze, define, design, create, and document dashboard and
  reporting solutions. The most notable were the Daily Sales Dashboard to measure daily sales vs.
  quota metrics, and a vendor performance dashboard to better serve the company in cutting costs.
- Performed extensive data analysis using SQL on the MSSQL and Neteeza environments, to
  ensure smooth data acquisition and accuracy with the ETL team. Develops SQL stored
  procedures, functions, views, tables, and other database objects as defined by business.
- Fluent in all aspects of Cognos tools for release 11.2.4 in terms of report development and administration.
- Implemented the Netvisn software for Cognos, along with managing and maintaining a current report catalog including automating manual reports as well as improvements to existing reports.
- Implement Business Analysis and Development standards for the reporting development which
  include implementing an SDLC process, along with Creating and maintaining documentation
  regarding reporting and associated data, as well as standards for Queries, reporting formats and
  prompting.
- Design and develop reporting solutions in SSRS, to accommodate the user community for the need of reporting on live data from a replicated server.
- Assist in the implementation of Tableau, perform the analysis and development of various dashboards for the company.

Participate in the requirements analysis, design, of the existing reporting platform, for any requirements received from the business. Provided analysis, re-architecture if some of the current processes from SSRS and SQL platforms. Assisted in the facilitation of the upgrade of Cognos to 11.1.7 as well as the Motio implementation.

### Senior Cognos Analyst (March 2021 to August 2022)

- Design and develop data and reporting solutions for our customers in the business, that effectively
  delivers reporting solutions in the Cognos environment. Support the Cognos reporting environment
  as well as the SQL server environment daily.
- Design and develop complex solutions and for data acquisition for reporting using SSIS and Microsoft SQL server. Constructed complex queries, procedures, functions, and triggers for reporting solutions. Performed maintenance and tuning of the SQL server, to keep the server running at top performance.
- Designed, developed, and implemented the method of using the Motio Cognos tool for a
  deployment strategy. Conformed this strategy to the TMNAS standard deployment of Standard
  releases and service patches for changes to Cognos reports and packages.
- Performed the analysis and integration methods for the integration of the company on the Salesforce platform for the purpose of handling the reporting needs in the current Cognos environment.

### Finance of America, Conshohocken, PA

Participate in the requirements analysis, design, of the existing reporting platform, for conversion to a new Datawarehouse with Microstrategy as the BI tool. Provided analysis, re-architecture, and the conversion of reporting from the current SSRS platform to Microstrategy version 11.0.

### Senior Business Analyst (July 2020 to March 2021)

- Work with the Business to Analyze and develop data and reporting solutions for our customer, that
  effectively delivers key metrics and reporting for the in the new BI environment being developed
  using Microstrategy.
- Perform the analysis on the current solutions in SSRS and Power BI, and effectively producing BRDs for Business users and stakeholders for review, and work with the parties involved for approval for each requirement. Solutions will be designed for use in the Microstrategy BI system.
- Worked with the management, to perform analysis of current data warehouse, and interpret the
  data needs to the new data warehouse. Design and develop solutions that will eliminate manual
  processing of creating dashboards on Excel or Power BI and convert to Microstrategy.

 Perform the analysis on the current Tableau and Power BI solutions and design a solution in Microstrategy. Work with the business to produce BRDs for these current solutions.

### NTT Data Inc., Bala Cynwyd, PA

Perform new development involving requirements analysis, design, development, and testing of the Cognos application. Provided analysis, re-architecture, and the conversion of reporting from the current SSRS platform to Cognos Reporting Analytics version 11.0.10.

### Senior Business Analyst Consultant (June 2019 to July 2020)

- Design and develop data and reporting solutions for our customers, that effectively delivers key
  metrics and reporting for the business based on their requirements.
- Perform the analysis on the current solutions in SSRS and Power BI, and effectively producing BRDs for Business users and stakeholders for review, and work with the parties involved for approval for each requirement. Solutions were designed for use in the Cognos BI system.
- Worked with the management, to perform analysis of current data warehouse, produce Source to Target mapping documentation, and design or enhance the current data warehouse for the reporting needed by the company.
- Assist with offshore resources, set priorities, and manage workloads for those people, using Azure DevOps and the Micro Focus Application Lifecycle software to tract the project work.

### JP Morgan Chase Inc., Ft. Wilmington, DE

Perform enhancements involving requirements analysis, design, development, and testing of the Cognos and Tableau reporting application. Provided analysis to re-architecture and the conversion of Cognos Reporting Analytics from version 10.2.1 to 11.0.12.

# SR. DATA WAREHOUSE ANALYST, SOFTWARE ENGINEERING (August 2018 to June 2019)

- Work with JPMC to leverage current technology capabilities aligned with business to provide business intelligence solutions. Lead analysis and development on Cognos and Tableau projects on a worldwide deployment.
- Designed and developed reporting and dashboard solutions for our customer base, that
  effectively display metrics and trends among the companywide supplier network JPMC
  uses.
- Senior developer, capable of designing new and fixing existing reporting related issues.
- Manage and direct offshore resources, set priorities, and manage workloads for those people.

- Working with Tableau to develop new reporting dashboard solutions to monitor and highlight Supplier status and performance with JPMC outlining poor performance and save spend dollars in JPMC.
- Conducted code reviews and unit testing.
- Proficient in the Agile and Scrum methods of tracking development, QA, and UAT using the
   JIRA software to produce and track stories, from inception through production.

### Amneal Pharmaceuticals, Ft. Washington, PA

Lead complex/major efforts involving requirements analysis, design, development, and testing of computer programs and/or application components. Provided executive-level leadership to redesign, re-architecture and conversion of Cognos Reporting Analytics from version 10.2.1 to 11.0.6.

### **SENIOR DATA WAREHOUSE ARCHITECT** (February 2013 to August 2018)

Recommend solutions and/or leverage technology capabilities aligned with business/IT strategies that comply with corporate architectural standards. Lead technical project teams. Mentor and train team members.

- Work with the Business, and the Stakeholders, to utilize the tools in Data Warehouse to design and implement a company wide solution for reports and dashboards and enhancing performance for all reporting requirements. Performed extensive work in SSIS and DataStage.
- Worked with the business and management, to analyze and produce all required documentation for the new Data Warehouse, from BRD creation to any documentation required to conform to the gXP and KPMG standards.
- Developed new solutions that saved numerous amounts of man hours by eliminating numerous manual reporting efforts from excel and MS Access.
- Hands-on developer, capable of debugging systems and fixing production related issues.
- Designed and developed full reporting and dashboard solution for Compliance group to monitor expenses, prevent fraud, and introduce cost cutting measures based on expense trends.
- Successfully resolved complex application and technical problems.
- Perform software architecture and systems design.
- Performed all SOX compliant processes and provided documentation to ensure Data Warehouse systems are operating correctly and producing accurate results.

- Designed and developed reporting and dashboards to report on Budget vs. Committed vs. Actual
  for large Internal Projects, to monitor and highlight any gains or losses on what was projected vs.
  actually spent. This saved company many man hours in manual labor.
- Analyze functional needs that drive analysis and technical design of quality technical solutions.
- Handle complex operational tasks and recommend processing and technology changes.
- · Maintain knowledge of emerging technologies.

### Integra Lifesciences Corp., Plainsboro, NJ

Identified, defined, documented, and developed data analytics solutions. Performed data analysis to understand and identify data relationships, proposed reporting solutions that best present the information to end user, developed data models to best support reporting, and BI tool development in COGNOS, Microsoft Power BI, and OBIEE.

### SENIOR DATA WAREHOUSE DEVELOPER (August 2011 to February 2013)

- Worked with business users to identify Business Intelligence needs and jointly develop solutions through leveraging all available reporting options.
- Built prototype dashboards and reports to proactively demonstrate basic to advanced functionality
  to business users. Developed set of reports to measure the performance of each salesperson, how
  well they were performing with Sales vs. Quota monthly so managers could address issues as
  arose.
- Developed, published, and maintained Framework Manager and Transformer models using Cognos, OBIEE and Microsoft Power BI.
- Collaborated with various roles in Data Warehousing / BI development efforts (developer, tester, lead, PM, business analyst, etc.) including conducting peer reviews, information sharing sessions, estimating activities, and customer presentations.

### Airgas, Inc., Radnor, PA

Partnered with business colleagues and data owners to identify, understand, and define critical data elements, write complex queries to extract and analyze enterprise data.

### SENIOR DATA WAREHOUSE BUSINESS ANALYST (June 2000 to August 2011)

Identified and ensured implementation of best approaches for tracking and resolving data quality issues.

Performed Data quality analysis, documented and maintained source to target mapping.

- Conducted Data extracts and assessments from various platforms/sources such as Hadoop/Hive,
   Oracle, and SAP.
- Defined and maintained Data Quality Controls based on data profiling results.
- Defined and communicated business rules and terms governing use of data including security and data lifecycle management.
- Collaborated and designed various solutions with SAP Business Objects.

Additional professional experience includes Rescot Systems, NCS Healthcare; Cigna Insurance; Solution Systems; HealthGuard

## **Technical Expertise**

#### **BUSINESS INTELLIGENCE**

Cognos Versions 11.2.4, 12.0.0, 11.1.7, 11.0.6, 10.2.2, 10.2.1, 8, 7 including Framework Manager, Report Studio, Workspace Advanced, Query Studio, Transformer, Dynamic Cube Design and Administration / Tuning | Tableau Development |SAP Business Warehouse Development | SAP Bex Analyzer / Query Builder | SAP Business Objects | Tableau | Microsoft Power BI | Oracle OBIEE | FocalPoint (HEDIS Medical reporting) | Steelpoint Data Warehouse for Imaging

### DATA WAREHOUSE ARCHITECTURE | ETL

IBM InfoSphere Information Server / Data Architecture | IBM DataManager / Data Architecture | Data Junction / Data Architecture | Apparo Database Design and Development | Oracle Database versions 11G, 10G, 9i | MSSQL Server versions 2016, 2008 R2, 2005 | MSSQL SSIS Development | ASP, ASP.NET C#, Pick Basic in Universe, FileNet Imaging System, UNIX Development

### **Education & Credentials**

Associate in Applied Science, Data Processing

Morrisville State University of New York, Morrisville, NY - Graduated with Honors

**Professional Development** 

Computer Science Coursework - Oswego State University of New York, Oswego, NY