Vinay Reddy Thokala
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Professional Summary:

- Around 8 years of proficient experience in the realm of data modeling, with a primary emphasis on conceptual, logical, and physical data modeling. Proficiently utilizing Erwin versions 9.7, 2018 R1, 2021 R1, 12.1, 12.5, and Power Designer 16.5.
- Demonstrated mastery of SQL Server, SQL Server Integration Services (SSIS), and SQL Server Reporting Services (SSRS) for comprehensive database management, integration, and reporting.
- Expertise extends to system analysis, ER dimensional modeling, and the meticulous design of databases with a focus on implementing specialized features pertinent to relational database management systems (RDBMS).
- Profound familiarity with data warehousing concepts, encompassing the intricacies of normalization, fact tables, dimension tables, as well as proficiency in crafting both star and snowflake schema models. Experienced in architecting data warehouses and operational data stores (ODS).
- Proficiently engaged in the comprehensive documentation of data models, encompassing coding, rigorous testing, as well as facilitating changes and corrections as required.
- Extensive experience in the development of Business Intelligence applications, rooted in a strong background of database development, data warehousing, and decision support systems.
- Proficiency in SQL development and the development of Extract, Transform, Load (ETL) processes utilizing Microsoft SQL Server Integration Services (SSIS).
- Demonstrates a profound analytical acumen and excels in verbal and interpersonal communication, which proves invaluable for seamless collaboration with fellow developers and team members.
- Extensively involved in conducting demonstrations, presentations, and meetings, fostering productive interactions with senior management to ensure alignment with organizational objectives.
- Adept at engaging with clients to gather precise requirements and perform in-depth analysis to drive effective data modeling solutions.

Technical Proficiency:

Modeling Tools:	Power Designer 16.5 and Erwin 9.7, 2018R1.
Databases:	Oracle (Using TOAD and SQL Developer) and SQL Server (SSMS)
ETL Tool:	SSIS and Informatica.
Disciplines:	SDLC, Object Oriented Analysis and Design (OOAD), Waterfall, Agile, RAD, Prototyping, Business Modeling, Data Modeling, Change Control Process.

Professional Experience:

Data Modeler at American Modern Insurance Group, Cincinnati, OH.
August 2017 to Till Date

- Involved with the Business Analyst team in requirements gathering and based on provided business requirements, defined detailed Technical specification documents.
- Understanding of source logic from Guide wire policy center and billing center application to create a source to target mapping document.
- Data analysis, Logical and Physical Data Modeling of Insurance applications to meet the business requirements.

- Design, Implement and maintain Database Schema, Entity Relationship Diagrams, Data modeling, Tables, Stored procedures, Functions, Triggers, Constraints, Indexes, Functions, Views and complex SQL statements.
- Created complex queries which involve usage of Joins, Sub-queries, Functions, Temporary tables etc.
- Very good understanding of the data ware house concepts and the dimensional modeling.
- Business requirements discovery and analysis, use cases, metadata, Conceptual, Logical and Physical Data Modeling using Erwin and Power Designer
- Reverse engineering to create database objects from database schemas, forward engineering to create the DDL and DML scripts and data model repository maintenance.
- Developed and maintained metadata, data dictionaries, data mappings, data validations, data quality and data understanding of insurance applications data.
- Designed and implemented data model changes to support new and changing business requirements.
- Utilized Power Designer / Erwin forward/reverse engineering tools and target database schema conversion process.
- Designed the data marts in dimensional data modeling using star and snowflake schemas.
- Redefined attributes and relationships in the model and cleansed unwanted tables/columns as part of data analysis responsibilities.
- Used Erwin data modeling tools for Logical and Physical Data Modeling and data model repository management.
- Used SharePoint to update and maintain project documents.

Data Analyst/Data Modeler at Ally Bank, Charlotte, NC.
March 2017 to July 2017

- Involved in Requirements gathering and actively participated and interacted with leads, Project Managers and Lead Business Analyst to understand the Business requirements.
- Conducted analysis and profiling of potential data sources, upon high level determination of sources during initial scoping by the project team.
- Identified and documented data sources and transformation rules required to populate and maintain data warehouse content.
- Experience in creating tables, views, materialized views, triggers, Indexes and constraints with extensive use of Power Designer.
- Experience in developing the SSIS packages using control flow, data flow tasks and other data transformations.
- Coordinated with different teams on various issues and performed technical documentation for future reference.

MSBI Developer at Hawaii Medical Service Association, Honolulu, Hawaii
April 2015 to Jan 2017

- A good team player & capable to work with business users, project managers, team leads, architects and peers, thus maintaining healthy environment in the project.
- Developed SQL scripts to insert, update and delete data in MSSQL database tables in OLTP.
- Actively involved in several extracts and reports to replace the existing mainframe system using SSIS and SSRS.
- Developed Extract, Transfer, Load (ETL) process using SSIS with Various Control Flow, Data Flow tasks, script component and Post/Pre-SQL Store Procedures to transfer data from flat files, excel spreadsheets, XML files, OLTP databases to staging area and finally transfer into data warehouse.
- Created SQL server reports using SSRS 2008 R2 as per the standard user format and created report subscriptions based on the requirements.
- Experience in testing Electronic Data Interchange (EDI) per HIPPA Compliance.
- Effectively worked through SDLC in different environments-development, test, UAT/prod fix and production.

- Resolve production tickets and update the ticket using service center client.
- Provide technical and on-call support to project teams, members and associates.
- Coordinated production rollout efforts with application teams and enterprise database administrator team.
- Performed comprehensive technical documentation.

Graduate Research Assistant at University of North Carolina at Charlotte.
September 2013 - December 2014

- Worked under Professor as Research Assistant in my first semester.
- Worked closely with the research director and other fellow research assistants in analyzing data obtained from the field work for a federally funded project.
- Analyzed the travel time (INRIX 2010) data captured for every minute by using the Microsoft Excel and some basic SQL Queries.
- Involved in multiple presentations and demos for classroom sessions under various professors.
- Involved in report submission and final presentation for master's project under Dr. Srinivas.
- My academic project was published as a paper "**Travel Time Based Performance Measures: Examining Inter-relationships and Recommendations for Analysis**" at TRB annual meeting.

Jr level Programmer at Analyst Quantum value IT Services, Hyderabad, India
August 2012 - June 2013

- Involved in planning, defining and designing test cases as per Business requirements.
- T-SQL queries to test whether data at destination is as per Business requirement.
- Restructuring the stored procedures, designing, coding and developing the same using the T-SQL Programming.
- Created SQL server dynamic configurations for SSIS packages. Transformed data from various data sources using OLE DB connection by creating various SSIS packages.
- Developed tables, views, Indexes using SQL Server Management Studio.
- Design tables, Implemented relationships (Primary, Foreign and Unique Keys).

ACADEMIC PROFILE:
- Master of Science.
    University of North Carolina at Charlotte, North Carolina. (UNCC)
    Aug 2013 - Dec 2014