

Najm Bajwa

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Data Warehouse Specialist

DATA WAREHOUSE ARCHITECT ■ BIG DATA ■ MACHINE LEARNING

An ambitious, optimistic and self-motivated professional with over thirteen years of experience in Data warehousing and business intelligence, Technical skills in managing project Lifecycle – from inception through Strategy, Design, Develop, Test/QA, Delivery, Transition and Operations unto decommissioning of obsolete solutions.

CORE COMPETENCIES

<ul style="list-style-type: none">• Data Warehouse Architecture• Enterprise Data Warehouse Model• Requirement gathering• Big Data	<ul style="list-style-type: none">• Business Intelligence• Data Integration• Managed Services• Performance Optimization	<ul style="list-style-type: none">• Artificial Intelligence/ Machine Learning• System Upgrades and Support• Capacity Planning• Data Analytics
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CAREER PROGRESSION & JOBS

DWH Specialist	- ADLAB Solutions	May 2014– to date
Lead EDW Architect	- Overstock.com	July 2012– April 2014
Sr. Data Warehouse Specialist	- Overstock.com	Aug 2008– July 2012
Sr. Teradata Consultant	- Arwano Inc.	Sept 2007 – July 2007
Teradata Professional Service Consultant	- Teradata Corp.	June 2005 – Aug 2007

EDUCATION

MBA in PROJECT MANAGEMENT and BACHELORS in COMPUTER SCIENCES

2010-2011	MBA in Project Management – Columbia Southern University, United States GPA 4.0
2001-2005	BS(Computer Sciences) – National University of Computer and Emerging Sciences

CERTIFICATIONS/TRAININGS

- Teradata Certified Master (V2R5)
- Teradata 14 Certified Professional
- PowerCenter 7 (Informatica) Architecture and Administration Certification
- Received trainings on Big Data systems (ASTER and Hadoop)

SKILLS

Databases	Teradata, Oracle, No SQL Databases (ASTER and Hadoop)
Data warehousing Teradata Specific Tools and Utilities	BTEQ, FASTLOAD, MULTILoad, FASTEXPORT, TPUMP, TD Administrator, TD Manager, View Point, PMON, TDQM, TDWM, TD Index Wizard, Priority Scheduler, TD Visual Explain, DBQL and ResUsage, Netvault , NetBackup and Arcmain
Other DWH Tools	Oracle Data Integrator, WhereScape, GoldenGate (A real time Replication Tool), DM Express, Informatica , Control-M, Yellowbrick, AWS, ASTER and Hadoop
Other Languages/Tools	ERWIN, MS Project, C/C++, Java, Jira (Ticketing System) and HP Help Service Desk (Ticketing System), UNIX, PUTTY and FTP tools.



Career Summary:

I am an experienced data warehousing professional combining vast technical knowledge and senior leadership to support, stabilize, and evolve highly available, multi-terabyte enterprise systems. Career summary includes application design, architecture development, administration, and leadership of focused, specialized teams. Proven ability to define and manage comprehensive responsibilities in investigative research, complex problem analysis and resolution, as well as innovative design, development, integration and implementation. Some of the important projects, skills and achievements are listed below:

System/Data Architecture

- Managed and lead the EDW Architecture team
- Designed and maintained Enterprise data model (EDW)
- Architected database design for ASTER (NoSQL)
- Incorporated new subject areas in Teradata Retail LDM
- Worked with DBAs to identify and revise outdated physical data models
- Carried out auditing exercises to sync retail data model with enterprise data warehouse

Big Data Projects

- Worked with vendor on proof of concept of Aster and Hadoop
- Migrated website click stream data to Hadoop systems
- Designed and Implemented data sessionization and sales attribution by channel on Aster
- Designed data flow and Implemented Aster-Hadoop Connector
- Worked with Hadoop developers to design and implement an in-house web analytics solution
- Implemented solutions to help data scientists in data analysis and mining

Enterprise Data Warehouse Development / Administration

- Marketing and web analytics subject matter expert
- Performed system performance evaluation, optimization and capacity planning exercises
- Developed/Maintain/Optimized ETL processes
- Designed, documented and successfully carried out disaster recovery exercise
- Participated in migration of BO Reports to Microstrategy
- Lead data quality management tool implementation
- Lead/Participated several Teradata software/hardware upgrades
- Established data security polices and managed users by roles and profiles

Team Management

- Hired, managed and trained a team of Architects/Developers
- Carried out appraisals and annual budgeting
- Performed project management and tasks evaluations
- Carried out development, training and mentoring programs for EDW developers
- Created training curriculum for training on Big Data systems
- Established good relations with vendors and represented Overstock in conferences

Enterprise Data Warehouse Operations

- Planned and successfully carried out outsourcing of EDW Operations to offshore
- Managed business reporting SLAs
- Performed system performance evaluation and optimization
- Created and Implemented policies to improve monitoring and troubleshooting of PROD processes
- Provided support as 2nd and 3rd level escalation to the monitoring team

PROFESSIONAL EXPERIENCE

ADLAB Solutions (Salt Lake City, Utah)

May 2014 – till date

ADLAB Solutions is a consulting and software development firm specializing in multi-terabyte data warehouse, e-commerce, application development, business intelligence solutions design and implementation. Following are the few projects completed with ADLAB Solutions;

Data Warehouse Projects of ADLAB Solutions

UTAH JAZZ (LHMSE) – DWH Development and Administration

Jun 2017 – till date

Larry H. Miller Sports and Entertainment group has different businesses related to sports and entertainment in Utah. They are leveraging Teradata data warehouse power for data analysis and address business critical questions. ADLAB Solutions is helping them manage and develop their relatively new data warehouse from offshore. Following are the prime responsibilities;

Teradata Development

- Requirement gathering for process development
- Develop extract and load processes to populate staging layer using WhereScape ETL tool, BTEQ, TD stored procedures etc.
- Participate in process development with onsite resources
- Develop/schedule processes using Control-M

Teradata Database Administration Services

- Develop policies and processes to secure data
- Perform database administration activities
- Lead software/hardware software and hardware upgrades/updates

Manage Data Warehouse Operations

- Manage Data warehouse operations and Provide Level 3 support
- Monitor scheduled jobs and ensure successful execution within SLA
- Reports summarizing problems and suggesting fixes

Overstock.com – Manage DWH Operations

May 2014 – Jun 2018

Overstock.com was struggling with declining data warehouse performance and it was becoming difficult for them to manage DWH Operations with in-house development team. ADLAB helped Overstock.com setup the offshore operations team and now that team is responsible to watch DWH operations after office hours and perform following duties;

- Manage EDW Operations and ensure SLAs around business reporting
- Evaluate data warehouse processes for poorly performing, unnecessarily complex, difficult to maintain, or unstable processes or jobs and re-work, re-factor, and simplify where possible
- Monitor and Troubleshoot the ETL processes (GoldenGate, ODI, DM Express, BTEQ Scripts, Control-M)
- Support system hardware and software upgrades
- Manage system workload and generate system utilization and performance trend reports
- Engage internal and external teams to ensure timely delivery and arrival of data feeds/reports.
- Generate monthly Performance and Incidents report and participate in status calls.

Yellowbrick (BigData System)

Jun 2018 – Feb 2019

Yellowbrick is a flash memory database. It is used to resolve problems that require high power and availability. ADLAB helped a client of Yellowbrick to migrate, develop and manage their Yellowbrick box. Following are the prime responsibilities;

- Develop processes to migrate data from EDW to Yellowbrick and Snowflake data discovery platforms

- Develop processes to load/transform data in Yellowbrick and Snowflake systems
- Develop shell scripts (PERL or Unix shell) to standardize/automate processes
- Develop data validation processes to ensure data quality/consistency between the systems
- Database Administration and Operations support
- Monitor scheduled jobs and ensure successful execution within defined SLAs
- Participate as needed in the system maintenances and upgrades

ERP System for Gas Stations – KAR Holdings

Jun 2017 – Dec 2018

K.A.R Holdings is a privately-owned gas / convenience store station operators in Western Canada. They are using an in-house, custom built, ERP solution to manage day-to-day financial operations of 25+ gas stations. ADLAB Solutions has helped KAR Holdings in developing/enhancing/optimizing their frontend (developed in java), and backend (Oracle 11G) of ERP web solution. ADLAB migrated the new optimized solution to Amazon cloud. Following were the main responsibilities in the project;

- Development/Enhancement of Financial/HR/Communication/Shift Sheet Applications
- Development of Data Warehouses (KAR and RAK) on cloud
- Implementation of 3 tier architecture (Web portal, Storage and Database)
- Migration/Development of data (7 years) to Cloud Data warehouse.
- Migration of 2 TB of Image data (receipt scans) to S3
- Optimization of processes/reports
- Database Administration and Operations support

T-Mobile – Solutions Architect

Dec 2015 – Apr 2016

Provided data warehouse consulting services to T-Mobile on a short-term project. The prime responsibility was to establish strategic vision and team objectives as project lead architect to deliver cost and time effective solutions; Responsibilities were

- Architect, develop and deliver solutions to satisfy business requirements leveraging technologies: Teradata, Hadoop, Informatica and Business Objects
- Collaborate with the support teams to ensure proper implementation of solution.
- Collaborate with Enterprise Security team to ensure secure data movement and storage to protect customer privacy and ensure financial compliance.
- Perform Requirement Analysis, Domain modeling, Object Oriented design, Data mapping, and Data validation
- Collaborate with other Enterprise Architects to define service delivery landscape
- Present solutions to all stakeholders adapting style to both technical and non-technical audiences.
- Serve as a technical resource for business teams to define, estimate, and propose solutions for business opportunities.

APPLICATION DEVELOPMENT PROJECTS

Along with providing services in data warehouse domain, ADLAB Solutions has been developing desktop, web and mobile applications. Following are the few products ADLAB is currently working on or have worked in the past;

PeekaFood: Peekafood is a product with web portal and android mobile application. Peekafood aims to digitize the physical menu that is used in restaurants, and provide feedback, analytics and suggestion services. Android Studio, Angular JS and Azure services were used to host application and deliver analytics.

BatteryDoc: Battery Doctor is an IOT device with android mobile application. IOT devices connect to the terminal of a battery and send battery health statistics to phone application for analysis. The mobile application monitors current surges and identifies battery health through centralized rules engine. Based on the health of batter, the application generates alerts and possible cause of the deteriorating battery health.

Overstock.com [Salt lake City – Utah]

Aug 2008 – Apr 2014

Description: Overstock.com is considered to be one of the few largest online retailers. Overstock is using Teradata as a decision support system since 2005, which helps them in creating daily, weekly, monthly, quarterly and yearly revenue reports.

Summary:

As a fulltime employee of Overstock.com, I have managed the Development and Delivery of Solutions/Data Architecture/Data Models/ETL Architecture and Business Intelligence in several Data Warehouse projects. These engagements consisted of very diverse technology ecosystems using a variety of tools and technologies such as ERWIN, Teradata tools and utilities, Hadoop, Aster, GoldenGate, Oracle Data Integrator, DM Express, BI Tools, MS tool, Management tool etc.

Role: Lead EDW Architect

July 2012 – April 2014

The responsibilities include:

- Manage and lead the EDW Architecture team – includes hiring, appraisals, training and budgeting
- Evaluate new data warehouse technologies and prototype for new processes
- Architect/Design and maintenance of the Enterprise data model (EDW)
- Maintain and publish architecture documents including data model diagrams, coding standards and data dictionary.
- Define and implement data modeling standards for data warehouse.
- Implementation of best practices and system performance optimization
- Develop and evangelize best processes for technical development topics.
- Mentor and guide the architecture and development team members
- Provide escalation support for 24/7 data warehouse processes by assisting primary support personnel.

Role: Senior Data Warehouse Specialist

Aug 2008 – July 2012

In this role the core responsibilities were:

- Develop and maintain the Business Intelligence marketing solutions.
- Design, develop and maintain the web analytics solutions like Omniture, PaidKeyword, AdSense and DoubleClick.

Other responsibilities include:

- Build and maintain processes to populate structures optimized for reporting
- Work with reporting and business teams for reporting solutions' development.
- Design technical specifications, and Test, validate and reconcile solutions for data movement.
- Identify and analyze data discrepancies and data quality issues and works to ensure data consistency and integrity
- Develop complex SQL queries, UDF, Macro and Stored procedures, SQL Performance Tuning
- Provide On-Call support

Arwano Inc.

Sept 2007- July 2008

Worked on DHL, the biggest DWH account of Arwano Inc.

DHL [Scottsdale- AZ]

Sept 2007- July 2008

Description:

DHL is considered to be the global market leader in international express, overland transport and air freight. DHL is also recognized for technology use to provide better services to customer. DHL is using the Teradata as a decision support system. DHL's Teradata production environment consist 20 nodes.

Responsibilities: Worked on this project as **Senior Teradata Consultant** with the following responsibilities:

- Responsible for the overall well being of Teradata (TD) Data Warehouse
- Responsible for Teradata setup, configuration options, startup, shutdown, archive, and recovery
- Develop and/or guide the system capacity planning effort including performance measurement query development
- Plan and guide the execution of Data Warehouse Hardware / Software upgrades
- Track and coordinate with vendors on issues, upgrades and patches.
- Responsible for maintaining Disaster recovery systems synced with Production system.
- Create policies for security, user management, roles, profiles, database access rights, etc.
- Manage super users, space (perm, temp and spool) and databases.
- Implement/Revise indexes (Implement Primary and Secondary indexes and set up Statistics collection process)
- Administer TD security in coordination with overall IT and Corporate security policies
- Create and manage archive/recovery policies.

Tools/Utilities: Teradata Manager, PMON, Teradata Administrator, SQL Assistant, Priority Scheduler, TDWM, NetBackup, HP Service Desk (Ticketing System), for reporting (DBQL, PMCP, Larry Higa), UNIX, Putty and SSH (secure telnet) for accessing UNIX systems.

Teradata Corp.

Jun 2005 – Aug 2007

Worked on Overstock.com, Proximus and AIB as **Teradata Professional Service Consultant**.

PROXIMUS, Belgacom Mobile

Sep 2005 - Jan 2007

Description: Proximus also known as Belgacom Mobile is the largest 2G GSM and 3G UMTS operator of Belgium.

Responsibilities: Worked on this project as **Operations Lead and DBA**. The team provided services 16 hours, 5 days a week. Key responsibilities include:

- Maintain and Tune Teradata Production and Development systems
- Operational system Analysis, conversion of business requirements into logical and physical models to support various strategic application development initiatives.
- Supported application development timelines by implementing designs as well as incremental changes to database definition in a timely manner into production and non-production Teradata systems.
- Capacity planning and proactive monitoring to meet performance and growth requirements
- Define database backup & recovery strategies, implement and administer.
- Create and Maintain users for Production/Development Teradata Systems.
- Undertake the planning and carrying out of system upgrade initiatives and databases recovery actions as required and generally contributing towards the overall online availability goals of the organization.
- Responsible to take regular backup of databases by NetVault.
- Source file validation is landing areas by checking w.r.t size, row count and number of files received.
- Review Systems space, monitor procedures, analyze trends and generate daily status reports

Tools/Utilities: Process Control Center (Scheduler), Informatica (ETL Tool), Toad, Teradata Manager, PMON, Teradata Administrator, SQL Assistant and Putty.

Allied Irish Bank

Jun 2005 - Aug 2005

Description: I was involved in the offshore Implementation of EDW for Allied Irish Bank focusing on Assets and Liabilities Management division.

Responsibilities:

- Requirement Analysis
- Business communication with Business Analyst and Onsite SPOC
- SMX refinement
- DWH and Source System Consolidation
- ETL Scripts development
- Unit Testing
- Designed and developed the ETL job control and flow mechanism

Tools/Utilities: BTEQ, FASTLOAD, MULTILOAD, FASTEXPORT , Teradata Administrator