

Vinutha Yarlagadda

Senior Business Intelligence & Analytics Lead

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SUMMARY

Business intelligence and analytics lead who owns a data problem end to end — from the first business conversation through requirements, sourcing, modeling, build, validation and deployment to production support. 20+ years across healthcare, finance, sales and marketing, with deep expertise in advanced SQL, Tableau, Snowflake, Databricks and enterprise data warehousing. Equally comfortable with executives and engineers, and known for turning complex data into reporting people actually use. Applies generative AI and LLM tools to accelerate SQL development, analysis and documentation while validating every output against source data and business rules.

CORE EXPERTISE

BI & Visualization — Tableau, QlikView, Qlik Sense, OBIEE, Cognos, SSRS, executive dashboards, KPI definition & governance

Cloud & Data Platforms — Snowflake, EDW Cloud, Databricks, SQL Server, Oracle, MySQL, enterprise data warehousing

Data & Engineering — Advanced SQL, PL/SQL, ETL, data migration, data modeling, data quality & validation, APIs

Enterprise Applications — Workday Reporting & Prism, Salesforce, Epic, Lawson, EPSI, LIMS, Xifin, Softrax, SAMD

AI & Productivity — Generative AI and LLM-assisted analytics (ChatGPT, Gemini, Claude) for SQL, documentation and analysis

Domains — Finance, healthcare, workforce optimization, sales, marketing, operations, pricing & promotions

PROFESSIONAL EXPERIENCE

Stanford Health Care

Stanford, CA · 03/2021 – Present

Manager, Data Analytics — Finance Digital Transformation

Tableau · Workday Reporting & Prism · Snowflake · EDW Cloud · Databricks · SQL Server · Oracle · Qlik · Lawson · EPSI · Epic · SAMD · Generative AI

Lead enterprise financial and workforce analytics across Stanford Health Care and Stanford Health Care Tri-Valley, partnering with Finance and operational leaders to turn business requirements into trusted data products and decision support.

- Built the workforce-compliance solution that **raised timecard compliance ~15% within one month of launch**, giving leaders drill-down from enterprise level to department, cost center, manager and individual employee.
- Delivered the daily executive finance dashboard **still in production use four years after launch**, automated to C-level inboxes through Tableau.
- Served as technical owner for enterprise BI dashboards, leading end-to-end solution design from requirements, KPI definitions and source mapping through SQL logic, validation, testing, security, deployment and ongoing governance.
- Led EDW and EDW Cloud analytics initiatives on Snowflake and Databricks, transforming Finance, Lawson, timecard and operational data into business-ready datasets for scalable reporting.
- Delivered executive financial dashboards spanning Funds Flow, CMI, Income Statement, Balance Sheet, Patient Flow, Service Line, Surgery, Gross Revenue and Payer Mix.
- Led Workforce Optimization analytics covering worked and productive hours, overtime, premium pay, meal and break compliance, staffing trends, labor productivity, agency hours and operational efficiency.
- Rationalized **70+ Workday reports**, improving consistency, usability and alignment with business requirements; leveraged Workday Reporting and Prism for finance and workforce analytics.
- Led and coordinated developers and contractors, partnering across Finance, Technology and business teams to prioritize analytics work and ship production-ready solutions.
- Applied generative AI and LLM tools to accelerate SQL development, requirements documentation and troubleshooting, validating all output against source data and business rules.

Natera Inc.

San Carlos, CA · 03/2015 – 08/2020

Senior Business Intelligence Analyst — Sales, Marketing & Finance

Snowflake · MySQL · QlikView · Salesforce · TOAD · SQL Developer · Xifin · Pentaho · Alteryx · LIMS

- **Led the migration of enterprise sales, marketing and finance data into Snowflake**, redesigning and converting existing stored procedures and SQL logic to Snowflake-compatible implementations, validating data accuracy and supporting all downstream BI and analytics.
- Led analytics and data-management work supporting **300+ users** across sales strategy and operations, translating business objectives into data models, reporting solutions and actionable insights.
- Built user-focused BI dashboards for Sales, Operations, Finance, Marketing, Product and Billing, widening access to operational and performance metrics.
- Partnered directly with executive leadership to turn analytical findings into business decisions, process improvements and revised operating strategies.
- Automated sales commission and forecasting processes, and analyzed sales trends, account movement, SPIFF/CFA rankings and campaign performance to support domestic and international growth.

Shutterfly

Redwood Shores, CA · 05/2012 – 12/2012

Pricing & Promotions Manager

Oracle 11g · SQL Developer · Cognos · Tableau · Excel

- Designed pricing and promotional test plans and ran deep-dive analysis of fraud, CRM promotions, seasonal purchasing, discount rates, revenue and margin; managed S&OP forecasting and built Tableau/KPI reporting to evaluate promotional ROI.

Career note, 2012 – 2015 · Obtained teaching credentials and held instructional roles, including High School Mathematics Teacher at Design Tech High School, teaching Algebra I, Geometry and Algebra II.

Epocrates / athenahealth

San Mateo, CA · 10/2008 – 05/2012

Business Intelligence Reporting Analyst

OBIEE · Oracle · PL/SQL · Salesforce · Crystal Reports · SQL Server · Softrax · LIMS

- Supported the full OBIEE implementation lifecycle — design, analysis, repository configuration, integration testing, UAT, migration and production launch.
- Built interactive BI dashboards across business units, sales pipelines and product management with drill-downs, filters, prompts, KPI views and role-based access.
- Restructured financial reporting and created **100+ report templates** aligned with business and regulatory requirements.

Bayer

Berkeley, CA · 09/2005 – 10/2008

Analyst

Oracle Reports · Oracle · PL/SQL · LIMS · TOAD · SQL Server · Reporting & Analysis Services

- Managed and supported laboratory information systems, authored SQL and PL/SQL scripts and procedures, and maintained reporting, configuration and production controls.
- Designed table structures supporting SAP data migration to the rFVIII manufacturing system, and developed SOPs, user requirements and design specifications.
- Trained teams on SQL Server reporting practices and report-building techniques.

EDUCATION & CERTIFICATIONS

M.S., Computer Science — University of Oklahoma, Norman, OK

2004

B.Tech., Computer Science & Engineering — Jawaharlal Nehru Technological University, Hyderabad, India

2002

Tableau Desktop Certified Professional · Oracle Certified OBIEE Administrator · Workday Reporting · Data Visualization & Design Best Practices Using QlikView · Machine Learning A-Z: Hands-On Python & R in Data Science · Design Thinking, Stanford

COMMUNITY & INTERESTS

Volunteer with Scouting America and Special Olympics; supports educational funding for students and financial assistance for families facing critical medical expenses. Marathon runner and outdoor enthusiast — backpacking, hiking and skiing. Carnatic singer, cook and gardener.