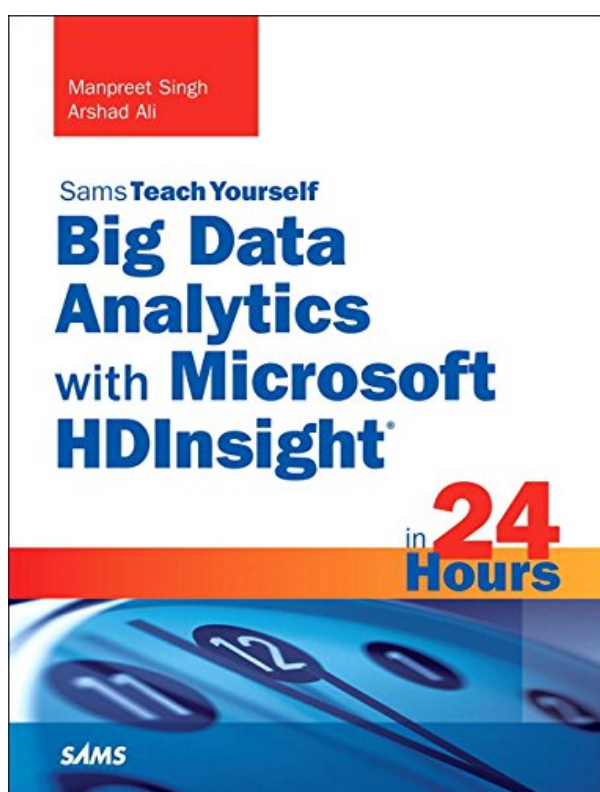


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About the Author

Arshad Ali has more than 13 years of experience in the computer industry. As a DB/DW/BI consultant in an end-to-end delivery role, he has been working on several enterprise-scale data warehousing and analytics projects for enabling and developing business intelligence and analytic solutions. He specializes in database, data warehousing, and business intelligence/analytics application design, development, and deployment at the enterprise level. He frequently works with SQL Server, Microsoft Analytics Platform System (APS, or formally known as SQL Server Parallel Data Warehouse [PDW]), HDInsight (Hadoop, Hive, Pig, HBase, and so on), SSIS, SSRS, SSAS, Service Broker, MDS, DQS, SharePoint, and PPS. In the past, he has also handled performance optimization for several projects, with significant performance gain.

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