Adarsh Bandaru

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EDUCATION

State University of New York at Buffalo **August 2023 - December 2024**
Master of Science in Computer Science (GPA 3.7/4.0)

Vellore Institute of Technology **August 2018 - May 2022**
Bachelor of Technology in Computer Science and Engineering (GPA 3.5/4.0)

SKILLS

Programming and Scripting Languages: Python, Java, SQL, R, HTML/CSS, JavaScript, Shell, JSON, XML
Tools and Platforms: Git, Postman, Excel (Pivot Tables, Macros, VBA), Tableau, Power BI, Oracle BI, Looker, Databricks, Redshift, SAS, Hadoop, Hive, PySpark, Jira, Adobe Analytics, ETL Tools, CRM, SRE, Slack
Methodologies & Concepts: Agile/Scrum methodologies, CI/CD, Data Modeling, Financial Modeling, Data Warehousing, Data Engineering, Statistics, Machine Learning, Deep Learning, Forecasting, Data Mining
Frameworks & Libraries: PyTorch, TensorFlow, Keras, Scikit-learn, Pandas, Matplotlib, Fast API, REST API, Bootstrap.
Databases and Cloud Platforms: MySQL, PostgreSQL, MongoDB (NoSQL), AWS (EC2, S3, DynamoDB), GCP (BigQuery), Snowflake, Microsoft Azure

EXPERIENCE

MiQ Digital **January 2022 – July 2023**
Analyst **India**

- Developed robust ETL workflows using **Python**, **Apache Airflow**, and **Snowflake** to integrate data from multiple advertising platforms (DV360, TTD, Yahoo, Roku), ensuring data consistency and reliability across distributed systems while optimizing campaign performance.
- Fostered a client-centric culture by performing exploratory data analysis (**EDA**) and coordinating with stakeholders to translate complex analyses into actionable insights, guiding budget decisions and aligning with organizational objectives.
- Engineered real-time dashboards in **Power BI**, **Looker**, and **Tableau**, turning complex ad data into actionable insights, cutting manual data compilation by 70% and enhancing visibility for senior leadership and clients.
- Developed advanced IP-based targeting workflows using **Python**, **AWS Databricks**, and **API integrations**, cutting activation time from 2.5 hours to 7 minutes and saving 1,000+ hours of manual effort.
- Managed real-time optimizations for high-profile political campaigns of 2022 US Senate and Governor elections, leveraging data-driven insights to refine targeting and pacing.
- Led advanced ML initiatives with **PyTorch**, **Scikit-learn**, and **TensorFlow**, deploying A/B testing and forecasting models that improved analytics workflows by 40% and campaign ROI by 28%.
- Automated data workflows on **AWS Databricks** with **Apache Airflow**, orchestrating data from **PostgreSQL** and **MongoDB**, leveraging **Amazon S3** for storage, **EC2** for cluster computing, and integrating with **AWS Glue** and **IAM** for secure, fault-tolerant, and scalable solutions in a Linux environment.

House of Babas **July 2020 – December 2020**
Marketing Analyst Intern **India**

- Executed targeted marketing campaigns with segmentation and personalization, boosting customer engagement by 20%.
- Implemented on-page optimization strategies and conducted detailed **SEO audits** to address content-related issues, resulting in a 15% increase in website traffic, higher search engine rankings for key pages, and a 12% boost in organic visibility.

PROJECTS

Instagram Content Categorization and Recommendation System | Python, PyTorch, Flask, AWS EC2, HTML/CSS, JavaScript

- Developed a **Flask** web application deployed on **AWS EC2** to classify Instagram screenshots with 92% accuracy using **CNNs**. Integrated a **Siamese Network** for personalized recommendations based on post similarities, ensuring scalability and seamless user interaction.

Academic Financial Tracking System | PostgreSQL, Python, Flask, GCP

- Built a **Flask** financial management application deployed on **GCP**. Optimized relational database design with indexing and query optimization, achieving 40% faster response times and 50% improved scalability, with a user-friendly interface for managing scholarships and loans.

Sentiment Analysis Tool | Python, Tkinter, NLTK, Scikit-Learn

- Built an application to analyze sentiments and provide personalized suggestions for movies, products, and more. Utilized **NLTK** for Natural Language Processing**(NLP)**, and **Scikit-Learn** for sentiment classification. Designed a user-friendly interface with **Tkinter** to visualize sentiment insights effectively.

CERTIFICATIONS

- Google Data Analytics Professional & Advanced Google Analytics – Google