Anurag Reddy Karnati

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💼 PROFESSIONAL EXPERIENCE

Data Research Analyst, Caterpillar Inc   Jun 2024 – present
                                                                              Chicago, US
- Designed and deployed scalable data solutions, transforming raw data into accessible formats, driving a 30% increase in user adoption and operational efficiencies.
- Guided stakeholders on analytic projects, aligning data insights with business goals to unlock new strategic opportunities and cultivate a data-driven culture.
- Developed and standardized data documentation, ensuring transparency, consistency, and effective cross-team collaboration.
- Led data quality management initiatives, implementing tools and audits that improved data integrity by 40%, ensuring reliable data for critical business processes.
- Built a data dictionary to clarify complex terms, enhancing business users' understanding and increasing data utilization by 25%.
- Implemented automation tools to streamline processes, reducing manual tasks by 50% and enabling teams to focus on high-impact work. Used predictive modeling to analyze user behavior trends, informing proactive strategies and improving engagement.

Data Analyst, Keplaar Esports   Mar 2023 – May 2023
                                                                              Pune, IND
- Analyzed over 4.1 million data points across diverse esports data streams, extracting actionable insights that guided strategic planning and operational improvements. Enhanced player performance and audience engagement through targeted data analysis and predictive modeling.
- Collaborated with interdisciplinary teams to develop innovative data visualization strategies, creating compelling presentations that influenced key stakeholder decisions.
- Built predictive models in Python using Scikit-learn, which increased audience engagement by 36% and boosted marketing ROI by 25%, showcasing expertise in data analysis and optimization.

Analyst, Innodatatics   Jan 2023 – Mar 2023
                                                                              Hyderabad, IND
- Spearheaded the analysis of complex datasets using sophisticated analytical tools, delivering actionable insights that optimized business processes.
- Led the development and execution of data-driven solutions, significantly improving operational workflows and efficiencies.
- Improved organizational decision-making capabilities and operational efficiency by providing accurate, timely insights; strengthened data security.
- Established and maintained rigorous data quality checks, ensuring consistency and reliability across processes.

🎓 EDUCATION

MS, Computer Science, University Of Illinois at Chicago   2023 – 2025
                                                                              Chicago, IL

B.Tech, Computer Science and Engineering, Amity University   India

🧠 SKILLS

Python │ Visualization │ Machine Learning │ Data Analysis │ Tableau/PowerBI │ Javascript │ React │ HTML/CSS │ SQL │ BigQuery │ Office 365 │ Data Engineering │ Deep Learning │ Data Structures │ Excel │ C/C++ │ Analytical Skills │ Problem Solving │ Research Methodologies

📂 PROJECT EXPERIENCE

Spotify Top 50 Songs   Jun 2022
- **Data Exploration and Trend Analysis**: Conducted an extensive examination of Spotify's user data, identifying patterns in listening behaviors and music preferences across various demographics. This involved pinpointing high-engagement genres and understanding the interplay between user demographics and musical interests.
- **Statistical Techniques and Visualization**: Leveraged statistical methods and data visualization tools to analyze correlations between factors such as user demographics, preferred genres, and listening times. This analytical approach enabled the development of highly targeted marketing campaigns and allowed for more personalized recommendations to users.
- **Findings and Strategic Recommendations**: Produced detailed reports and visually engaging presentations that distilled complex data into clear insights and practical recommendations. These findings supported strategies to enhance user satisfaction, resulting in increased engagement and, ultimately, revenue growth.

Super Market Analysis   Apr 2022
- **Trend and Customer Behavior Analysis**: Conducted in-depth exploration of sales data to identify seasonal trends, product preferences, and buying patterns across customer demographics. This allowed for a clearer understanding of customer behavior, essential for crafting tailored engagement strategies.
- **Data-Driven Sales Optimization**: Leveraged insights from the data to inform targeted sales and promotional tactics, resulting in measurable improvements in sales performance, profitability, and customer engagement. By aligning strategies with identified market dynamics, the project contributed directly to sales growth.
- **Reporting and Impact Assessment**: Produced data-driven reports and recommendations that demonstrated the value of analytics in strategic decision-making. These insights helped guide marketing and inventory adjustments, supporting sustained performance improvements.

Excel