

Ashna Reddy Middela

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EDUCATION

The University of Texas at Dallas

May 2024

Master of Science, Business Analytics

GPA 3.71

Honors and Scholarship(s): Deans Excellence Scholarship.

Coursework: Database foundations, BA with R, Advanced Statistics, Data Visualization, Applied Econometrics and Time Series Analysis, Prescriptive Analytics, Big Data, Database Warehousing, Applied Machine Learning, Predictive Analytics.

G. Narayanamma Institute of Technology, Hyderabad

July 2022

Bachelor of Technology, Computer Science and Engineering

GPA 3.1

PROFESSIONAL EXPERIENCE

Lennox Commercial, Richardson, Texas, USA

June 2023 – December 2023

IT E-Commerce Intern Analyst

- **Advanced Data Analytics & Strategic Reporting Leadership:** Spearheaded a pivotal project at Lennox International, transforming the manual tracking system into a highly efficient, automated reporting framework. This strategic overhaul catalyzed a significant efficiency boost, saving the training team **25 hours weekly** and achieving an estimated annual cost savings of **\$36,000**.
- **SQL:** Leveraged expert SQL query optimization and integrated advanced **SSRS** functionalities to amplify report utility by **30%**, markedly refining data accuracy and process efficiency. Conducted extensive **Exploratory Data Analysis (EDA)** using SQL to analyze and interpret data trends, leading to a 10% increase in manufacturing efficiency.
- **Data Management and Integrity:** Managed complex data processing in line with **SDLC** and **agile frameworks**. Applied advanced data preprocessing techniques, including the elimination of duplicates, normalization of formats, and outlier management, significantly enhancing data quality and reliability for critical reporting.

Noobtron Pvt.Ltd, Tamil Nadu,India.

April 2021-November 2021

Research intern

- In a dynamic team of four, contributed to the 'Automatic Blood Group Identification Using Deep Learning and Image Processing' project, utilizing CNNs for **classification** and **feature extraction**, with image preprocessing via **histogram equalization** and **edge detection**.
- Implemented Photo Acquisition, Preprocessing and Binary Conversion with the help of deep learning algorithms. <https://ijaema.com/index.php/volume-13-issue-11-november-2021/> (article 157)

Cybernetics International, Hyderabad, India

October 2020-March 2021

Data Analyst Intern

- **Automated Risk Reporting:** Streamlined the risk reporting process using **Python** for automation, **Hive** and **SQL** for data handling, and **Power BI** and **Tableau** for insightful visualizations. This automation and integration reduced manual workload by **20 hours per week**, enhancing team productivity and decision-making accuracy.
- **Inter-Departmental Task Force Leadership:** Played a pivotal role in an inter-departmental task force that utilized advanced data analytics to identify and mitigate operational risks for new product launches, achieving a 30% reduction in risk exposure. This collaborative effort showcased the effective use of cross-functional teams to drive organizational improvements.

SELECTED PROJECTS

Vehicle speed detection using CCTV (Machine Learning). Collaborated with a team to develop machine learning-based software leveraging the **Haar Cascade** algorithm for vehicle speed detection, achieving a precision rate of 95%.

Online Shoppers Intention (R). Used **regression** and **clustering** techniques to identify customer behavior in online shopping websites by analyzing key performance such as bounce rate, time on page and session duration using R.

SKILLS

Languages: R, Python (NumPy, Pandas, Matplotlib, Scikit-learn), Java, C/C++, HTML, JavaScript

Databases: SQL, Snowflake, PostgreSQL, Oracle, Hadoop, Hive, NoSQL, MongoDB, Teradata, PL/SQL, ER Model

Tools/IDE: Excel(Advanced including VBA), MS Office, Power BI, Tableau, Git, SAS, MATLAB, AWS, JIRA, R Studio, VS Code

Data Science: Statistical Analysis, Data Visualization, Machine Learning, Artificial Intelligence, Regression, Feature Scaling, Decision Tree, Random Forest, Convolutional Neural Networks, Classification, Probability, Clustering.

Volunteer: Supported 500+ students in Language, Logic & Life Skills development.