



BHARATH KUMAR ATIGADDA

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Education

University of Maryland Baltimore County

Masters in Data Science

August 2022 – May 2024

Baltimore , MD

Vardhaman College of Engineering

Bachelors in Information Technology

August 2016 – September 2020

India

Experience

Tata Consultancy Services - *Data Analyst*

September 2020 – August 2022

- **Data Workflow Development and Analysis:** Orchestrated the development and execution of 50+ targeted In-Vehicle Messaging campaigns for Stellantis, leveraging PrestoDB, Python, UNIX scripts, and CDP tools; achieved a remarkable 25% surge in customer engagement and a 15% increase in in-car message effectiveness
- **Statistical Analysis and Improvements:** Developed a Python project that awarded a remarkable 19 percentage improvement in providing clients with in-depth statistical reports on all campaigns, streamlining market success monitoring and progress tracking
- **Data Processing:** Streamlined data processing operations by designing and implementing robust Unix scripts for rigorous data cleaning, transformation, and efficient insertion into database tables; reduced data errors by 50 percent and increased data processing speed by 40 percent
- **Migration from UNICA to CDP:** Played a key role in ensuring the efficient and 100 percent efficient migration of approximately 20 campaigns from UNICA to CDP
- **AWS : Elastic Container Services :** Utilized AWS Elastic Container Service (ECS) scheduler to automate daily workflows within a Customer Data Platform tool
- **Report Visualization:** Revolutionized data-driven decision-making by crafting visually-engaging Power Bi dashboards from daily campaign reports, boosting revenue by 15% through targeted insights and strategic optimizations

Planful - *Software Developer*

September 2019 – February 2020

- Executed a comprehensive Customer Tenant Unification project using CSharp, SQL, and Excel formulas to assess application performance with all features enabled for a specific user. Identified and resolved 50+ UI and developer code bugs, elevating usability and functionality significantly
- Implemented Excel formulas to automate the generation of thousands of SQL queries for comprehensive testing of designed functionalities. Created over 50 SQL procedures, enhancing result retrieval processes

Projects

Real vs Synthetic images | *Python, GAN, Machine Learning, CNN*

December 2023

- Spearheaded the development of an image classification model planned to distinguish between real and synthetic images. Utilizing Generative Adversarial Networks (GANs) for synthetic image generation, and leveraging Python, convolutional Neural Networks (CNN), and machine learning methodologies, the project aimed at enhancing image authenticity assessment. The model exhibited exceptional performance, achieving an accuracy rate of 98%
- git link: <https://github.com/AI-Image-Vs-Real-Image/Project-Files>

Weather Image Recognition | *Python, Machine Learning, CNN*

May 2023

- Introduced an innovative weather forecasting model leveraging image-based inputs; generated exceptional accuracy and significantly reduced prediction time, enabling timely decision-making with 60% faster results
- Earned 81 percent accuracy with CNN Algorithm

DISK DOCTOR | *Python*

November 2022

- Built a robust GUI application utilizing Python and Tkinter; analyzed folder contents, providing comprehensive statistics on file extensions, sizes, maximum sizes, mean, median, and generating visual diagrams for subfolders and files

Skills

Languages: Python, Machine Learning, Java, C, HTML/CSS, JavaScript

Bigdata Technologies: Hadoop, Hive, Apache Spark, Pig, Map Reduce

Querying Languages and Databases: SQL, NoSQL, MySQL, Snowflake, Oracle, MySQL, PrestoDB, Postgre SQL

Tools and Technologies: SAS, CDP, UNICA, Eclipse, Google Cloud Platform, WEKA, Qlik Sense, PowerBi, Matplotlib, Tableau, GitHub, Data Mining, Data visualization