

Bhavya Susmitha Adduri

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SUMMARY

Highly motivated Management student skilled at generating Data reports and conducting Data analysis. Data-oriented and can communicate well with creating data models, flexible in work, and build relationships. Possess great analytical skills and strategic knowledge of multiple Analytic software, and ability to collaborative work in a team and in fast-paced environments.

EDUCATION

Master of Science: Information Technology and Management | The University of Texas at Dallas – Dallas, Texas

May 2023

Bachelor of Science: Computer Science | JNTU – Kakinada, India

May 2017

TECHNICAL SKILLS AND CERTIFICATIONS

Programming – Python (Pandas, NumPy, matplotlib, Seaborn, Scikit), Java, SQL, HTML, SAS

Tools – Jupyter Notebook, MySQL- Workbench, R-studio, MS Excel (Pivot Tables, Macros), Oracle, JIRA, Confluence, Agile

Certifications– R, Python, Advance Excel, Google Analytics, accomplished hyper tuning, regularization, optimization.

Reporting: Tableau, ETL (SAP Data Services), Google Analytics, Power BI, Power Query, Report Builder

Core Skills: Hypothesis testing, Linear/Multiple Regression, Anova, Probability

Soft Skills: Skilled Orator, Leadership, Ownership, Critical thinking, Efficiency, Time management, Decision-making

EXPERIENCE

Solix Technologies Hyderabad, India.

Senior Data Analyst -

November 2017-June 2021

- **Curtailed** quotation tickets by designing a tool that fixed the inconsistencies through a custom **python** functionality with secured access, which freed **10k AUD** from the operational budget, showcased as **Solix Being the navigator** talent.
- Reviewed and updated marketing, sales, and financial **KPI's** working with a high-level client team to meet the overall goal of a 5% increase in customer retention.
- **Automated** customer data cleaning process using **SQL** scripting, which reduced monthly time consumption by 40%.

ACADEMIC PROJECTS

Entertainment Engine

March 2022

- Built enhanced entertainment recommendation using nearest- neighbors in scikit-learn after aggregating data from Rotten Tomatoes.
- Built visualizations in Tableau to show how ratings changed over time and how the model was performing by 70%.
- Saved 15+ minutes on entertainment selections relative to the previous methodology.

Data Analytics project:

March 2022

- Performed data cleaning and feature engineering in R for the Seattle Airbnb dataset.
- Implemented data models and analyzed the trends in the data using MongoDB.

Implementation of DBMS for small businesses.

December 2021

- Improved business process by implementing database management system resulting in better tracking of sales, inventory, and systematic storage of information.
- **Optimized queries** by creating indexes, stored procedures, triggers, and views for faster accessing of the data execution.

Football data analysis

December 2021

- Analyzed football matches and players' data and built a data pipeline to create a live interactive dashboard.
- Utilizing NumPy and pandas' packages in Python to perform initial data processing and quality checks like data type validation and missing value imputation resulted in zero errors when testing the pipeline.
- Stored the tables in a relational database using SQL stored procedures and optimized the processing time.
- Created a Power BI dashboard to track the players' performance on a match-level and provided metrics for team management to build winning strategies.

Visualization project

December 2021

- Worked on data wrangling and exploratory data analysis using Python for Covid 19 dataset
- Created Tableau dashboards and forecasts to understand and predict the severity of a pandemic

LEADERSHIP AND ADDITIONAL INFORMATION

Personal skills: Analytical Thinking, Problem Solving, Communication, Attention to Detail, Teamwork, Strategic Leadership, Flexibility.

Leadership experience: Marketing officer at Indian student Association (UTD), Student Council member,