

# Lasya Chemuru

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## Summary

Aspiring Data Analyst with internship experience in data science and a strong foundation in Python, SQL, PySpark, ML and BI tools. Runner-up in a case study competition, skilled in problem-solving and stakeholder management. Seeking a dynamic role to apply data-driven insights for business impact.

## Experience

### Synchrony Financial

Data Science Intern

Jan 2023 - July 2023

- Optimized a Python-based Credit Loss Estimation model by eliminating redundancies and parameterizing hard-coded values.
- Processed **1M+ records** from Hive databases and designed **Tableau dashboard** to support strategic decision-making.
- Automated workflows by developing a shell script with error handling to execute Python scripts for **Spark** configurations.
- Reduced **model execution time by 25%**, enhancing productivity and streamlining the transition to operational mode.

## Education

### Indian Institute of Technology Hyderabad

7.39 CGPA

October 2020 - July 2024

Bachelor of Technology

## Projects

### Starbucks Case Study

[Presentation](#)

- Conducted analysis on data sets with about **30K+ records** to identify **high-performing offers** and **segment customers**.
- Applied data cleaning, transformation, and **clustering (K-Means, Elbow & Silhouette methods)**, validated clusters using Logistic Regression (99.5% accuracy) & KNN (97.39% accuracy).
- Created effective visualizations, delivered **insights** and cluster-based **targeted marketing** strategies.

### Credit Card Attrition Rate Analysis

[Dashboard](#)

- Designed a Power BI dashboard for credit card attrition rate analysis in 10K+customers, by leveraging SQL for **data transformation**.
- Highlighted the next **likely churned customers** about **11.33%** based on behavioral patterns, aiding in active retention strategies.

### Automated Web data ETL and NLP Pipeline

[Notebook](#)

- Developed a Python-based **ETL pipeline** using BeautifulSoup4 to extract web data, analyzed it using Pandas and **NLP techniques**.
- Performed **sentiment analysis** on news articles, revealing CNN articles were **20% more positive** than BBC on the same topic.

## Skills

### Technical Skills

Python, SQL, PySpark, Hadoop, Hive, Tableau, Power BI, Microsoft Excel

### Core Competencies

Data Analysis, Data Visualization, Data Storytelling, Leadership, Responsive Communication

## Certifications

### IBM Data Analytics Essentials

Coursera

December 2024

Learned core data analytics concepts, tools, and data analysis lifecycle.

### Statistics and Probability

IITH Academic Course

Gained strong knowledge of statistics, hypothesis testing, probability distributions, and regression analysis.

## Awards

### Runner-Up in Case study Analysis Competition

IMT Ghaziabad

December 2023

- Among 200+ participants on unstop platform, cleared the first-round quiz and performed Data Analysis.

## Extracurricular

- Core member of Prakriti Club IITH, led a team of 15+ members in organizing and executing environmental projects and awareness events.
- Basketball player in the NSO(National Sports Organization) team at my college for about 2 years.
- Interested in Drawing, got a shield among 50+ participants in a competition conducted by the Rotary Club.

## Languages

**English**  
Advanced

**Hindi**  
Intermediate

**Telugu**  
Native