CHEMURU LASYA IITH'24

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Runner-up, Case Study Competition 2023, IMT GHAZIABAD | SQL, Python Gold Badge Holder HackerRank

INTERNSHIP EXPERIENCE

Synchrony Financial, SDE Intern   **4 JAN 2023 – 4 JUL 2023**
Tasks:
- Collaborated with cross-functional teams in an agile environment to optimize a Python-based **Credit Loss Estimation model** by removing redundant functions and replacing hard-coded parameters, ensuring flexibility and maintainability**.**
- Validated **Python** code for large datasets queried from Hive databases and designed customized **Tableau** dashboards to present actionable insights, supporting strategic decision-making.
- Automated workflows by developing shell script with error handling to execute Python scripts for Spark configurations

Accomplishments: Reduced model execution time by **25%** and transitioned the Credit Loss Estimation model to operational mode, enhancing productivity and **streamlining workflows**.

PROJECTS

Starbucks Case Study - Exploratory Data Analysis| Python| Machine Learning
- Analyzed Starbucks datasets to identify **best-performing offers** and **key customer segments** based on transactional behavior and response to promotions using **statistical analysis** and supervised and unsupervised **machine learning** models.
- Performed **data cleaning**, **transformation**, and **in-depth analysis** to **visualize** offer completion rates and key performance factors, including digital platforms, offer types, customer demographics, and income patterns.
- Segmented customers into **5 clusters** using K-means clustering, Elbow & Silhouette methods. Then validated clusters using Logistic Regression & KNN and achieved **99.5%** & **97.39%** accuracy, respectively.
- Presented insights and **targeted marketing** recommendations based on customer cluster attributes such as offer sensitivity, average purchase value, and purchase frequency, increasing offer effectiveness and boosting sales.

Ad Hoc Analysis on Customer Attrition Rate- Power BI | SQL
- Designed a Power BI dashboard for Credit Card Customer Attrition Analysis, using advanced SQL for data querying and transformation to extract key demographic insights and visualize their impact on attrition.
- Highlighted **likely churned** customers based on behavioral **patterns**, aiding in active **retention strategies.**

Employee Logs Time Series Data Analysis- Tableau| SQL| Python
- Generated realistic, time-based employee log data using Python libraries (Faker, Pydbgen), enabling effective time-series SQL analysis for **workforce analytics**.
- Developed an interactive Tableau dashboard with time-series analytics and date parameters to dynamically track login/logout trends, late arrivals, total working hours, and overtime.

Automated Web Data ETL Pipeline and NLP
- Built a Web Data ETL Pipeline using Python, and **collected** news article data from the web using **BeautifulSoup4,** the extracted text is processed and analyzed using Natural Language Processing (NLP) techniques that can be leveraged for **media analysis**.
- Compared sentiment scores of BBC and CNN news channels on the Chinese DeepSeek AI App.

Bank Loan Report - Excel
- Built two key dashboards, **Summary** Dashboard that tracks **key loan metrics**, including Total Loan Applications, Funded Amount, and Amount Received, etc and, **Overview** Dashboard offers a detailed breakdown of loan applications by month, state, loan term, employment length, loan purpose, and homeownership status. This helps identify **trends** in loan distributions for **Financial Services** to reduce risk.
- **Performed comparative analysis** using bar charts, and written logical statements, leveraged interactive **slicers,** and **pivot tables** for efficient data processing.

SKILLS

- **Programming Languages:** SQL, Python | **Big Data Tools:** Spark, Hadoop, Hive, Bitbucket
- **Visualization Tools:** Tableau, PowerBI, Excel, matplotlib, and Seaborn |**Databases:** MySQL, MS SQL Server
- **Core Competencies:** Communication skills—core member of the Prakriti club [IITH]; Presentation skills—academic Projects and Case study competition; Active listener [Feedback from my previous Manager]; Self-Reliant.

EDUCATION

Indian Institute of Technology, Hyderabad |Bachelor of Technology in Mechanical Engineering, 7.39 CGPA   **2024**

RELEVANT COURSES AND CERTIFICATIONS

Data Analytics Essentials [IBM, Coursera], **SQL Advanced** [Hacker Rank]**, Agile Project Management** [Google, Coursera], **Machine Learning with Python** [IBM, Coursera], **Statistics and Probability** [IITH academic course]