Kalluru Dharmasimhareddy

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**Summary**

Experienced data professional with over a year of hands-on work in quantitative analysis, statistical modeling, and machine learning. Proficient in Python, SQL, and ETL processes, with a track record in optimizing data pipelines and designing interactive dashboards. Demonstrated ability to collaborate with cross-functional teams to uncover actionable insights, drive data-driven decisions, and support product development.

**Education**

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| **Kent state university** | **Aug 2023 - Dec 2024** |
| *Masters, Data Science* (GPA: 3.71/4.0) | |
| **Karunya Institute of Science and Technology** | **Jul 2018 - Jun 2022** |
| *engineering, Electronics and communication* (GPA: 8.3/10) | |

**Work Experience**

**cognizant** | *programmer Analyst* **Jan 2022 - Jul 2023**

* Analyzed large datasets using Python and SQL to identify patterns, validate data quality, and drive data-driven decision-making.
* Developed and optimized robust ETL pipelines integrating structured and unstructured data sources for efficient processing while leveraging AWS and Azure.
* Engineered scalable data pipelines with Spark and Hadoop to support advanced data integration and analytics.
* Conducted rigorous statistical analysis, including hypothesis testing and inferential methods, to uncover actionable insights and guide business strategies.
* Built and deployed machine learning models for classification, regression, and clustering to enhance predictive analytics.
* Created interactive dashboards and visuals with Tableau and PowerBI to communicate comprehensive insights and track core performance metrics.
* Implemented database management solutions using MySQL to optimize query performance and ensure data accuracy.

**Projects**

**YouTube Statistics Analysis**

* Analyzed over 10,000 data points from YouTube Analytics to evaluate audience engagement metrics such as watch time, views, and click-through rates.
* Implemented actionable strategies that increased channel engagement by 15.
* Created detailed visualizations using Matplotlib and Seaborn for content optimization recommendations.

**Customer Segmentation for E-commerce Platform**

* Developed a customer segmentation model using Python, SQL, K-means clustering, and Amazon Redshift on a dataset of 500,000 customer records.
* Identified five key customer segments, enabling targeted marketing campaigns that improved customer retention by 20.

**Network Intrusion Detection System Using Machine Learning**

* Processed over 2 million rows of network data and implemented machine learning models (Random Forest, SVM) to detect and classify anomalous behavior.
* Achieved a detection accuracy of 95 and reduced false-positive rates by 10.

**Skills**

* **Programming & Data Analysis**: Python, PyTorch, numpy, SQL, MySQL, Data Analysis, Data Mining, Machine learning, Predictive Analytics, Database, SaaS, Data Pipelines, R, Data modeling, Quantitative analysis, Statistical modeling, Statistical techniques, Causal methods, Inferential methods, A/B testing, Microsoft Excel
* **Data Visualisation & Tools**: Data Visualisation, Powerbi, Tableau, Excel, git, windows, pivot table
* **Cloud & Big Data**: AWS, Azure, GCP, ETL, Spark, Hadoop, Kafka
* **Database & Governance**: Database, Data governance **Certifications** 
* Microsoft Certified: Azure AI Fundamentals
* Microsoft Certified: Azure Fundamentals
* Tata Group - Data Visualisation: Empowering Business with Effective Insights Job Simulation
* PwC Switzerland - Power BI Job Simulation
* British Airways - Data Science Job Simulation
* BCG - Data Science Job Simulation