Dheeraj Rahul Reddy Piduru

Dallas, Texas, 75252 | +1 (945-308-0889) | pidurudheeraj52@gmail.com | LinkedIn

EDUCATION

The University of Texas at Dallas **Dec 2025**
Master of Science, Business Analytics GPA: 3.72
Relevant Coursework: Advanced Statistics for Data Science, Applied Machine Learning, Applied Deep Learning, Predictive Analytics for Data Science, Prescriptive Analytics, Big Data Analytics, Applied Econometrics

Mahindra University, Hyderabad **Aug 2023**
Bachelor of Technology, Computer Science & Engineering GPA: 3.00

TECHNICAL SKILLS

Programming Languages: Python, SQL, R, C

Data Analysis & Visualization: Advanced Excel, Pandas, NumPy, Matplotlib, Tableau, Power BI, Looker, SAS
ETL & Data Processing: Alteryx, Apache Spark, Apache Hive, Apache Hadoop, AWS Redshift, Airflow, RESTful APIs
Database Management: MySQL, PostgreSQL, MongoDB, Snowflake, Firebase
Analytics & Forecasting: Pricing Analytics, Procurement Analytics, Regression Analysis, Time Series Forecasting
Cloud & Tools: AWS (S3, Lambda, EC2), Azure, Docker, Git, GitHub, SAP, Windows, Prompt Engineering, TensorFlow

WORK EXPERIENCE

Business Analyst Intern | *Skiaverse Private Limited, Hyderabad, India* **Jan 2023 – Aug 2023**

- Utilized **Python** and **SQL** to analyze over **50,000 rows of market data**, developing a Go-To-Market (GTM) strategy that resulted in a **10% increase in customer engagement** within the first quarter of implementation.
- Collaborated with a 5-member marketing team to identify and define **3 high-conversion customer segments**, optimizing market penetration efforts that improved campaign ROI by **12%**.
- Designed and deployed an interactive **Tableau dashboard** that automated reporting across **7 KPIs**, improving team efficiency by **15%** and reducing manual reporting time by **8 hours/week**.

PROJECTS

Credit Risk Analysis using Machine Learning | *The University of Texas at Dallas* **Oct 2024 – Dec 2024**

- Performed data preprocessing and exploratory analysis on the Amex dataset (**1.2M rows**) using **Python**, **Pandas**, and **NumPy** to identify key credit risk factors.
- Developed and evaluated **72 XGBoost** and **72 Neural Network** models using **Scikit-Learn** and **TensorFlow**, fine-tuning hyperparameters to maximize predictive accuracy.
- Selected **XGBoost** as the best-performing model with **95.6% accuracy**, based on the highest AUC and lowest standard deviation; visualized model comparisons using **Matplotlib** and **Seaborn**.
- Optimized the decision threshold to reduce false positives in credit decisions while maximizing revenue for the issuing bank; deployed models on **AWS EC2** for scalable experimentation.

Customer Churn Analysis and Prediction | *Python, SQL, Power BI, Scikit-learn* **Sep 2024 – Oct 2024**

- Extracted and transformed **5+ years** of historical CRM data using **SQL**, performing cleaning and normalization of **50+ customer attributes** with **Pandas** and **NumPy** for churn modeling.
- Engineered predictive feature sets across **3 high-risk customer segments**, improving model interpretability and preparing structured inputs for downstream classification models.
- Conducted EDA on **100,000+ customer records**, analyzing churn trends by demographics, purchase history, and support logs; built **Logistic Regression** and **Random Forest** models in **Scikit-learn**, achieving **87% ROC-AUC**.
- Automated churn insights using **Python** and **Power BI Embedded**, enabling weekly tracking of **6 key KPIs** and reducing manual reporting time by **50%**.

E-commerce Sales Analysis | *SQL, Excel, Python, Power BI* **Jan 2022 – May 2022**

- Queried and joined multi-source data using **SQL** to create a unified dataset of **250K+ transactions**, including customer profiles and product categories for behavior segmentation.
- Segmented buying patterns across **10+ customer groups** using **advanced Excel** tools (LOOKUPs, Pivot Tables), revealing trends that influenced bundling and loyalty campaigns.
- Conducted EDA with **Pandas** and **Matplotlib** on **12 months of sales**, identifying top-performing items and seasonal peaks; visualized insights through a **Power BI dashboard**.
- Created custom **DAX measures** and slicers in **Power BI** enabling real-time filtering across **30+ brands**, **15 categories**, and **5 regions**, enhancing marketing and stock decisions.