Hemalatha Gundlapalli Varalu

United States; +1 9452657775; hxg220032@utdallas.edu; linkedin.com/in/hemalatha-gv/

EDUCATION

The University of Texas at Dallas December 2024
M.S., Information Technology and Management
Saveetha School of Engineering, Chennai October 2021
Bachelor of Science, Computer Science and Engineering

CERTIFICATIONS & TECHNICAL SKILLS

Certifications : AWS Cloud practitioner, Microsoft Azure AZ 900 Fundamentals
Languages : Python, SQL, R programming, MySQL, PostgreSQL
Tools &Technologies: Tableau, Power BI, Jupyter notebook, R studio, MS Excel, PowerPoint, Microsoft SharePoint, Google Analytics, Git, JIRA, SDLC, Agile, Tableau Prep, Predictive and Prescriptive Analytics, IBM Cognos analytics.

EXPERIENCE

Capgemini Technology Service Limited, Bangalore, India June 2021- January 2023
Analyst-Full time

- Led multinational data analysis project for a global furniture retail chain across North America and East Asia, developing customer-centric models that drove 33% sales increase and 25% churn reduction across 400+ physical and online stores.
- Developed Tableau dashboards from Excel-cleaned data, tracking in-store customer traffic across 400+ locations, which increased foot traffic by 10% and enhanced marketing strategies for both online and physical stores.
- Leveraged Excel, Python, and SQL to segment high-value customers, improving data accessibility by 40% and enabling targeted marketing campaigns.
- Performed analytics using Excel and R on sales data, improving accuracy by 10% and increasing revenue by 15% through Tableau visualizations.

The Sparks Foundation, remote August 2020-October 2020
Data analyst-internship

- Pioneered a machine learning model using Python, Jupyter Notebook, and scikit-learn via Anaconda environment, achieving 92% accuracy and reducing prediction errors by 25%.
- Implemented data analytics algorithms through Jupyter Notebook to process 10,000+ student records, resulting in 85% improvement in identifying at-risk students and producing visual insights.
- Orchestrated integration of predictive models using Anaconda's data science toolkit, enabling 40% faster academic performance tracking and 30% more efficient resource allocation.

ACADEMIC PROJECTS

Driver Drowsiness Detection using Deep Learning Algorithms (Major project) March 2021- June 2021

- Developed a real-time driver drowsiness detection system using Python and OpenCV, achieving 93% accuracy and reducing false alerts by 40% through enhanced facial feature analysis.
- Implemented CNN and Gradient Boosting algorithms to process 30 FPS video feeds with 95% detection rate for eye closure patterns, head positioning across 1000+ test cases.
- Designed an automated alert system with less than 2 second response time, reducing potential accident risks by 60% through real-time monitoring and early warning notifications.

CHATBOT USING IBM WATSON (Minor Project) August 2019 - October 2019

- Designed and implemented a customer service chatbot using IBM Watson Assistant, leveraging NLP capabilities to automate routine inquiries and streamline user interactions
- Developed and trained the chatbot with domain-specific knowledge for enhanced accuracy, successfully integrating it across multiple channels to improve customer response time.

ORGANIZATION EXPERIENCE

Aegon, Team Member September 2019 - February 2019

- Addressed a team in organizing and executing event strategies, overseeing members and facilitating key meetings to ensure seamless planning and execution.
- Strengthened networking by engaging with a diverse range of stakeholders, effectively connecting them to the event and driving participation.