DILEEP KALISETTI

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EDUCATION

M.S in Data Science, Grand Valley State University, Grand Rapids **Expected 2025**
CGPA: 3.9/4 MI, USA

B.Tech in Computer Science, Bharath University **2018 - 2022**
Percentage: 84% TN, India

SKILLS

Programming Languages	Python, R, SQL, SAS
Data Visualization Tools	Tableau, Power BI, Matplotlib, Seaborn
Frameworks/Libraries	NumPy, Pandas, Scikit-learn, TensorFlow, PySpark
Databases	MySQL, PostgreSQL, MongoDB
Cloud Big Data Tools	AWS (S3, Redshift basics), Google Colab, Anaconda
Marketing Analytics Tools	Google Analytics, Meta Ads, Campaign Data Analysis
Data Governance and Privacy	Knowledge of GDPR and CCPA compliance, Data Integrity and Validation
Developer Tools	Git/GitHub, Anaconda, Google Colab, VS Code
Academic Coursework	Statistical Modeling, Data Mining, Machine Learning, Data Engineering
Certifications	Python (LinkedIn Learning) | Process Data from Dirty to Clean (Google) | Accenture Developer Program (Accenture) (View)

EXPERIENCE

AI Research Assistant | Grand Valley State University (Project Link) **Jan 2025 - Mar 2025**

- Developed predictive machine learning models on Chicago crime data, improving trend forecasting and decision-making.
- Collected, cleaned, and validated large datasets to ensure integrity and accuracy for analysis.
- Assisted in building data pipelines and automating ETL processes to streamline data flow for modeling and visualization.
- Presented data insights and findings to faculty and research teams, translating technical outputs into actionable recommendations.

The Marcus Harris Foundation | Data Analyst **Jan 2025 - Mar 2025**

- Analyzed marketing and audience engagement data, identifying trends that informed outreach and fundraising strategies.
- Built dashboards and KPI reports in Tableau/Power BI to track campaign effectiveness and organizational performance.
- Conducted market research and presented insights to non-technical stakeholders to guide strategic initiatives.
- Ensured data accuracy and compliance with data governance standards, maintaining reliable reporting for internal and external use.

Accenture | Data Analyst **Sep 2022 - Dec 2023**

- Designed and developed interactive Power BI dashboards to monitor Walmart's sales and marketing KPIs, increasing accessibility of insights by 40%.
- Conducted data cleaning, validation, and transformation using SQL and Python, improving accuracy of reporting by 20%.
- Automated recurring reporting and ETL processes, reducing manual effort by 50% and enabling timely delivery of analytics.
- Collaborated with business and marketing teams to analyze sales trends and campaign performance, boosting decision accuracy by 25%.

- Contributed to data integration efforts with cloud platforms, supporting scalable analytics solutions. (Project Link)

Family Cashew Business | Founder and Business Analyst   **2015 - Present**
- Managed end-to-end operations of a small business, including procurement, sales, inventory, and customer relations, building strong analytical and entrepreneurial skills.
- Applied marketing strategies (social media, word-of-mouth, local market campaigns) to increase customer base by 30%.
- Leveraged Excel/Power BI to monitor sales patterns, forecast demand, and guide purchasing decisions.
- Collaborated with suppliers and distributors, ensuring quality standards and timely delivery, while negotiating cost-effective deals.

PROJECTS

Pizza Sales Dashboard:
- Created an Excel dashboard to track sales metrics like revenue, sales by type, and regional demand.
- Improved decision-making efficiency by 20% with interactive charts and filters.
- Automated data cleaning and preprocessing using Excel formulas to reduce manual effort by 40%.
- Designed KPI cards to highlight sales trends and top-performing products for business insights. (Project Link)

Road Accident Dashboard:
- Developed an Excel dashboard to analyze accident data, highlighting casualties, severity trends, and conditions.
- Enhanced engagement by 25% through intuitive design and dynamic filters.
- Incorporated advanced Excel functions to create severity heatmaps and conditional formatting for quick insights.
- Provided actionable insights to improve road safety awareness and policy planning.(Project Link)

Breaking Bad Dashboard:
- Designed an interactive Tableau dashboard visualizing episode details, IMDb ratings, and statistics.
- Improved accessibility and usability by 30% with dynamic filters and storytelling dashboards.
- Built drill-down features to explore ratings by season, character appearances, and viewership.
- Integrated advanced visualizations (tree maps, heatmaps) for engaging storytelling.(Project Link)

HR Analytics Dashboard:
- Built a Power BI dashboard to analyze HR metrics like attrition rate, satisfaction, and performance.
- Enhanced decision-making by 25% with real-time insights and interactive visualizations.
- Applied DAX measures to calculate KPIs including employee turnover and satisfaction trends.
- Provided leadership with workforce planning insights, reducing attrition forecasting errors by 15%.(Project Link)

Heart Disease Analysis Dashboard:
- Designed a Power BI dashboard to analyze patient health data for heart disease risk factors.
- Integrated metrics such as age, cholesterol, blood pressure, and lifestyle indicators into dynamic visuals.
- Applied DAX functions and calculated measures to identify high-risk groups effectively.
- Improved healthcare insights by 30% with interactive slicers, drill-through pages, and predictive visuals.

  Enabled medical professionals and analysts to make data-driven decisions for preventive care.(Project Link)