Shruthi Venkataraman

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EXPERIENCE

Data Analyst, Slesha Inc | Dallas, US   Feb 2023 - Present

- Developed a data centric solution employing **clustering and regression algorithms** to enhance app user behavior tracking, **driving a 15% increase in customer engagement**.
- Generated comprehensive data-driven reports using **Tableau and PowerBI** to analyze diverse **KPI metrics including active user, retention rates, conversion rates, in-app purchases and app downloads**.
- Suggested targeted optimization tactics derived from data-driven insights, like **optimization of thumb zone, focusing on user behavior and intent, reducing website load time.**
- Drove a **20% increase** in client app engagement through **extensive exploratory data analysis and simulation modeling using Google Analytics**, Unveiling user behavior trends to elevate app usability and engagement through User Experience (UX) enhancements.

Data Analyst Intern, Grubhub | Chicago, US   May 2022 - Aug 2022

- Optimized delivery routes and times for Rite Aid orders at Grubhub by building a **dashboard in Tableau** to leverage insights, resulting in an **improvement of 15% in operational efficiency**. This dashboard was used by senior management for **informed decision making**.
- Utilized **Topbox sentiment analysis** to identify critical pain points within Grubhub's diner-care agent interactions, resulting in a **20% decrease** in **customer complaints** and a **15% rise** in **positive feedback**.
- Conducted **location-based analysis and PCR/SCR analysis** as a data analyst at Grubhub, resulting in a **30% increase in efficiency** of Rite Aid acquisitions. Analyzed **geographical distribution, customer density, order frequency,traffic patterns and market saturation** to optimize **Primary and Secondary Contact Reason strategies**.

Sales Analyst Intern, Grubtech | Dubai, UAE   May 2021 - Aug 2021

- Implemented **advanced web crawling and data scraping methodologies** to gather comprehensive restaurant information within a specific region of Dubai. Leveraged this data to effectively engage operation managers, resulting in a remarkable **40% surge in operational efficiency** across the restaurant network.
- Consistently achieved a weekly target of **350 cold calls**, resulting in approximately 10 successful meetings weekly with my manager.This experience taught me the **significance of effective communication** in nurturing professional relationships and achieving business goals.
- Utilized **Excel and Zendesk** to analyze pivotal **sales KPI metrics** encompassing **call volume**, **win rate**, **pipeline deals**, **revenue**, and **lead response time**. Crafted a comprehensive **dashboard with visualizations** and **reports** to enhance stakeholders' understanding of company operations, facilitating informed, data-driven decision-making processes.This initiative led to a significant **30% monthly increase in sales**.

EDUCATION

The University of Texas at Dallas, Texas   Aug 2021 - Dec 2022
Masters of Science in Data Analytics   GPA:3.7/4.0

Christ University, Bengaluru, India   Jun 2017 - Jun 2020
Bachelor of Science, Economics, Mathematics, Statistics   GPA: 9.39/10

TECHNICAL SKILLS

Tools: Python, R, SQL, HTML, PrestoSQL, SAS , Github, AWS, GCP, Azure, Tableau, Power BI, Google analytics
Certifications: Tableau Desktop Specialist 2023, Azure Data Fundamentals, Google Data Analytics Professional Certificate.

ACADEMIC PROJECTS

Data Science Salaries 2022 | *Power BI*   Sep 2022 - Dec 2022

- Performed Data Cleaning and Data Transformation on Data Science Salaries data using **MySQL**.
- Developed a dashboard using **Power BI** to provide real-time tracking and analysis of Data Science Salaries. Provided highlighted aspects of Data Science Industry.

American Express Default Prediction | *Machine Learning*   May 2022 - Aug 2022

- Developed a **Logistic Regression Model** to predict customer default for a dataset of 5.5M observations and 190 features.(sklearn,Pandas)
- Performed **Pre-processing and data cleaning** including handling missing values, normalization, handling outliers, etc.
- Utilized **XGBoost, Decision Tree, and Artificial Neural Network (ANN) models** to analyze the dataset, achieving **AUC ROC scores of 0.87 and 0.73** for XGBoost/Decision Tree and ANN models.(**XGBoost, Keras, sklearn**)

Stock Market Analysis | *R programming*   Sep 2021 - Dec 2021

- Developed a **linear model** to identify relationships between five stock markets and other quantitative predictors in the US. (**ggplot2, dplyr**)
- Constructed a robust framework to perform various pre-processing techniques, including **ANOVA testing** to determine optimal features for training the model. (**aov()**)