KEERTHI MALATHKAR

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Skills

Programming: Python, R, SQL, HTML, CSS, C++, JavaScript, Java, Data Structures and algorithms, Go
Data Visualization: Tableau, Power BI, Excel, Looker Studio
Big Data and AI: Scikit-learn, NumPy, Pandas, Keras, Matplotlib, Seaborn, Simple RNN, PyTorch, PySpark, Hive, LLMs, LSTM, CNN, TensorFlow, NLP, Linear Regression, ANOVA, Logistic regression, Decision trees, Random Forest, Statistics, Mathematics, Computer Vision, Data Warehouse, Big Query, Google Vertex AI, Data Mining, SVM, Clustering
Other Tools: Google Cloud Platform, Linux, Unix, Anaplan, Microsoft Office (Word, Excel, Outlook, and PowerPoint), SAS, Apache Spark, Hadoop, IBM BAW, Docker, Jenkins, Kubernetes, Ansible, Git, Rapid Miner, Power Apps, Azure, Lightcast, Salesforce, PostgreSQL, NoSQL, AWS, ETL, MongoDB, Snowflake
Core Skills: Active listening, Assertiveness, Agile Methodology, Business Intelligence, Communication, Conflict management, Collaborative, Connectedness, Empathy, Intellection, Learner, Restorative, Shift Lead
Domain Skills: Banking, Finance, Supply chain, Market Research
Project Management Tools: Jira, Kanban, ClickUp

Academic Projects

Operating Budget of Dallas: Utilized **Tableau** to comprehensively visualize the Dallas city operating budget, transforming raw data with Tableau Prep Builder. Analyzed results revealed the **Water Utility Department** as having the highest expenses incurred during the financial year **2022**.
Seoul Bike Riding Demand Prediction: Analyzed Seoul's bike demand through advanced modeling techniques including **Linear Regression, Decision Tree**, and **Random Forest**, achieving a **0.92** accuracy score with **Random Forest**, optimizing bike distribution, and boosting operational efficiency by **30%**.
Image Classification Model: Designed a convolutional neural network on the CIFAR-10(Canadian Institute For Advanced Research) dataset using the **TensorFlow** AI framework and **Python**, achieving a model accuracy of **71.67%**.
Apple Stock Price Prediction: Developed an **LSTM** (Long Short-Term Memory Recurrent Neural Network) model using the Keras Sequential library, achieving a 15% increase in stock price forecasting accuracy.
Sentiment Analysis for Customer Feedback: Successfully identified key sentiment drivers, enhancing the company's understanding of customer satisfaction and areas for improvement using **NLTK**. Achieved an accuracy of **83.463%** in classifying customer feedback into positive, negative, and neutral sentiments.

Work Experience

Market Research Analyst Student Assistant at University of North Texas **03/2024 – Present**
- Generated and analyzed 10 detailed reports, queries, and datasets, and organized and format the data for input into the PHOI tool built by UNT DSI-Digital Growth.
- Collaborated with the marketing team to update over 100 program details on the university career page, improving site accuracy and user engagement by 20% using Drupal.
- Developed a Power BI dashboard using data from Lightcast, Salesforce, and Insights 2.0, revealing market trends that improved the university marketing team's strategy decisions by 15%.

Capital Planning Student Assistant at University of North Texas **06/2023 – 02/2024**
- Developed an application using Power Apps for data collection to assist Facilities inspectors during site inspections, reducing manual work by 30%.
- Delivered business insights using the Power BI dashboard, enhancing decision-making by 25%.

DevOps Engineer at Tata Consultancy Services **01/2019 - 12/2022**
- Automated administration and configuration tasks on Apache HTTPD, JBoss, and WebLogic application servers using Jenkins CI/CD pipeline and Ansible for more than 50 applications.
- As a shift lead, accomplished a 20% increase in operational efficiency by implementing optimized scheduling strategies and conducting proactive team performance monitoring.
- Designed, developed, and maintained automated build, test, and deployment pipelines, resulting in a 40% reduction in deployment time and a 25% decrease in build failures across 50+ applications.
- Implemented the migration of IBM BAW (Business Automation Workflow) from version 19.0.0.2 to the 22.0.1 version across Dev, UAT, and Production environments, resulting in a 25% improvement in work efficiency.

Education

University of North Texas **01/2023–12/2024**
Master's in Advanced Data Analytics **GPA: 4.0/4.0**

Activities and Honors

Introduction to Generative AI and LLM - Qwiklabs
Professional Data Engineer Certification - Qwiklabs
Excellence Award (11/2023) - University of North Texas
Best Team Award (05/2022) - Tata Consultancy Services
Certified Google Associate Cloud Engineer (02/2022 - 02/2025)