

Lakshman Palli

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Portfolio

LinkedIn

Github

Jersey City, NJ

EDUCATION

Master of Science - MS in Data Science

Sep 2023 - Dec 2024

New Jersey Institute of Technology

Newark, NJ

CGPA: 3.75

Bachelor of Engineering - BE in Computer Science and Engineering

Aug 2018 - May 2022

Sri Chandrasekharendra Saraswathi Vishwa Mahavidyalaya

Kancheepuram, India

CGPA: 9.15

SKILLS

• Data Analytics • Business Analysis • Statistics • Python • TensorFlow • Java • Excel • Tableau • Rapid Miner • R • Visio • Rest API • SQL • AWS • Linux • Unit Testing • PowerShell • Bash • Git • Project Management • Agile • DevOps • Jira • Process Improvement • Compliance

WORK EXPERIENCE

Graduate Research Assistant

Apr 2024 - Sep 2024

New Jersey Institute of Technology

- Engineered **Python web-scraping scripts** to extract and structure 6,469 math problems and 14,223 solutions from 8 major competitions, ensuring 100% dataset accuracy and diversity for research analysis
- Streamlined **data preprocessing pipelines**, converting 100% of HTML entries to LaTeX, eliminating over 500 incomplete entries, and automating equation parsing to achieve a 95% improvement in data readiness
- Designed **JSON datasets**, incorporating 5 key fields for 100% seamless integration into machine learning workflows and analytical tools
- Delivered actionable insights by generating 12 analytical plots, uncovering trends in difficulty levels, solution counts, and problem types, leading to a 30% reduction in **exploratory analysis** time

Technical Analyst

Jan 2022 - Jul 2023

Nasdaq (formerly Adenza)

- Optimized database performance by reducing SQL query times by 65% on datasets with 80K+ records, **improving data accuracy to 90%**, and **reducing processing time by 30%**
- Enhanced data accessibility and compliance by analyzing and updating **data model** elements to meet WCAG standards, conducting 100+ system tests using **REST APIs** and **Jenkins**
- Improved taxonomy mapping **accuracy by 20%** by identifying and fixing bugs in 18 SQL macros for **validation** and **fact calculation**
- Collaborated within a cross-functional team using **Agile** methodologies, **accelerating sprint cycles by 25%**
- Implemented a robust printing feature for **Modify Model** objects, streamlining **report generation** and boosting operational efficiency by 20%
- Completed 100+ hours of training in **capital markets**, strengthening knowledge in financial reporting and **regulatory** compliance tools like **AxiomSL**

Data Analyst Intern

Aug 2021 - Dec 2021

GlobalShala

- Analyzed real-time marketing data from Facebook ad campaigns, driving a **12% increase in user engagement** at the Superhero U event by leveraging **Tableau Desktop** and **Tableau Prep Builder** to create actionable insights
- Contributed to a **25% budget** saving by leveraging data analysis findings to discontinue a non-profitable ad campaign strategically
- Increased campaign ROI by 18%** by developing an automated dashboard in Tableau to track KPIs in real-time, allowing stakeholders to optimize marketing strategies dynamically and reduce inefficiencies
- Developed and presented 25+ compelling data visualizations using **Seaborn** and **Matplotlib** for data-driven decision-making

PROJECTS

Red Bull On-Premise Sales

Nov 2023 - Dec 2023

<https://medium.com/@lakshman-palli/analyzing-red-bulls-sales-performance-insights-and-growth-opportunities-b40920c5981a>

- Quantified account growth rates with **CAGR** analysis, highlighting Restaurants as top performers with **6.5% growth** and pinpointing underperforming accounts with up to **-64.8% decline**
- Evaluated the impact of **marketing tools**, demonstrating that cooler placements boosted sales by 12% and digital screens increased sales by 8%