Lakshman Palli

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EDUCATION

Master of Science - MS in Data Science   Sep 2023 - Dec 2024

New Jersey Institute of Technology   Newark,NJ

CGPA: 3.72

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 • R • Visio • Rest API • SQL • AWS • Linux • Unit Testing • PowerShell • Bash • Git • Project Management • Agile • DevOps • Process Improvement • Jira

WORK EXPERIENCE

Software Engineer   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%** through identifying and fixing bugs in 18 SQL macros for **validation** and **fact calculation**.
- **Streamlined reporting workflows** by designing automated processes for data validation and transformation, reducing manual intervention by 30% and improving the reliability of reporting outputs.
- Collaborated within a cross-functional team using **Agile** methodologies, **accelerating sprint cycles by 25%.**
- 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
- Elevated data readiness and analysis capabilities by leveraging Python, **Pandas**, and **NumPy** to cleanse and preprocess raw data containing over 20 critical attributes, significantly enhancing data accuracy and consistency
- 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

- Conducted a comprehensive 5-year sales performance analysis for Red Bull's account types (Bars, Clubs, Hotels, Restaurants) using **CAGR** and **growth rate** with Excel and Tableau
- 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%

Credit Scoring Optimization - Data Mining   Oct 2023 - Nov 2023

https://github.com/LakshmanPalli/credit-approval

- Enhanced credit **risk assessment** for financial institutions by implementing data mining techniques on a dataset of 1000 entries
- Identified features using **data cleaning**, **variable selection**, and **predictive analysis** techniques, resulting in **78%** accuracy with **Logistic Regression**