

Maithili Saran Reddy Lingala

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EDUCATION

University of Illinois - Urbana Champaign

Master of Science in Information Management

Aug 2023 - May 2025

GPA: 4.0/4.0

SRM Institute of Science and Technology

Bachelor of Technology in Computer Science & Engineering with Specialization in Big Data Analytics

Aug 2019 - May 2023

GPA: 9.2/10.0

TECHNICAL SKILLS

Programming & Analysis: Python (Pandas, NumPy, Scikit-learn), SQL, R, Statistical Analysis, Machine Learning, Git.

Databases & Cloud: MySQL, PostgreSQL, AWS, Snowflake, Databricks, Data Warehousing, ETL, Data Modeling.

Data Visualization: Power BI (DAX, M Code), Tableau, AWS QuickSight, Excel (Pivot Tables, VBA), KPI Tracking.

EXPERIENCE

Holiday Channel - Consumer Tech Startup

Data Analyst

Dec 2025 - Present

Chicago, Illinois

- Engineered automated Tableau dashboards and SQL pipelines to track core business metrics, reducing manual reporting efforts by 70% and enabling real-time performance monitoring for executive stakeholders.
- Partnered with the CEO to define product KPIs and analyzed 150K+ user sessions via Google Analytics, uncovering behavioral trends that informed roadmap prioritization and resulted in a 19% increase in platform engagement.

Gies College of Business, University of Illinois

Research Assistant

Aug 2024 - Dec 2025

Champaign, Illinois

- Designed the Quantitative Foundations curriculum to bridge the gap between theory and practice, requiring students to apply mathematical concepts, directly to real-world business scenarios.
- Taught statistics and machine learning algorithms (e.g., Regression, PCA, SVM) to students using interactive presentations and Python workbooks, facilitating the practical application of theoretical frameworks.
- Evaluated students' skills by grading assignments, reviewing business case studies, and providing strategic feedback on data visualization dashboards to improve storytelling and decision-support capabilities.

Volksoft Technologies Pvt Ltd

Data Analyst Intern

Jan 2022 - Jun 2022

Hyderabad, India

- Automating data extraction and cleaning workflows to replace manual spreadsheet processes, which reduced weekly preparation time by 40% and resolved data inconsistencies across 10,000+ records.
- Developed a new customer segmentation model that outperformed the previous legacy approach by 15%, allowing the business to target distinct user groups with tailored strategies.
- Built 3 interactive Tableau dashboards to visualize key performance indicators (KPIs), cutting reporting turnaround time from 2 days to 3 hours and enabling stakeholders to make faster, fact-based decisions.

PROJECTS

Customer Segmentation & Sales Trend Analysis | SQL, PowerBI, DAX, Power Query, Snowflake Schema

- Architected a Snowflake Schema data model integrating 15+ tables and engineered 25+ advanced DAX measures to enable dynamic time-series forecasting, which reduced executive decision latency for tracking critical KPIs.
- Designed 4 executive dashboards to visualize customer segmentation, identifying a high-income (\$100k+) cohort with 2.3x higher AOV to drive targeted marketing strategies.

Geospatial Crime Analytics & Predictive Modeling | Python, Scikit-learn, Tableau

- Developed a Predictive Crime Analysis model using Gaussian Naive Bayes on 7M+ records, achieving a 30% accuracy boost through Class Imbalance resolution, Label Encoding, and Feature Scaling .
- Designed a Tableau dashboard to visualize geospatial density and optimized data quality by reducing outliers by 68%, enabling stakeholders to improve resource allocation in high-demand areas.

NYC Taxi Fare Prediction & Demand Forecasting | Python, AWS, XGBoost, Prophet, SARIMA

- Created ETL pipelines on AWS to ingest, clean, and transform raw taxi datasets, creating the foundation for XGBoost regression models that achieved 99% R² accuracy in taxi fare prediction.
- Led time-series demand forecasting by aggregating hourly data streams and benchmarking Facebook Prophet against SARIMA, reducing error rates to 5.36 RMSE to improve operational efficiency at JFK Airport.