

Srilatha Thiruvengadathan

Data Analyst

Milpitas, CA | +1 805-724-7688 | srilatha.thiruvengadathan@gmail.com | [LinkedIn](#)

SUMMARY

Experienced Data Analyst with over 6 years of expertise in leveraging Python and SQL, particularly MySQL and PostgreSQL, to develop and optimize data pipelines. Specializing in architecting serverless solutions on Amazon Web Services (AWS), I streamline data acquisition workflows to enhance efficiency. Skilled in implementing advanced algorithms and techniques for impactful data science projects such as Network Intrusion Detection, COVID-19 detection, and Credit Card Fraud Detection. Dedicated to driving innovation, I utilize data-driven insights and automation to propel business success. Continuously seeking optimization opportunities, I stay abreast of industry trends to drive sustainable growth and maintain a competitive edge. With a proven track record of delivering results, I am ready to contribute significantly to your team and help achieve strategic objectives.

SKILL

- **Programming languages:** Python, Pyspark, Spark SQL, MATLAB, SQL
- **Methodologies:** SDLC, Agile, Waterfall
- **Database technologies:** PostgreSQL, MySQL
- **Data Analysis and Visualization:** Tableau, Mix Panel,
- **Machine Learning Tools:** TensorFlow, Keras, NumPy, Pandas, Scikit-learn, Matplotlib
- **Statistical Analysis:** Statistics, Statistical Analysis, Quantitative Analytics, Data Analysis, Data Mining, Data Preprocessing, Forecasting, Big Data Analytics, Tensorflow
- **Infrastructure:** AWS
- **Big Data Technologies:** Hadoop, Spark
- **Version Control:** Git, GitHub
- **Data Warehousing:** Amazon Redshift, Google Big Query
- **Soft Skills:** Data Cleaning, Data Wrangling, Critical Thinking, Communication Skills, Presentation Skills, Problem-solving, Project Management, Work Collaboratively, Detailed-Oriented.

Experience

Data Analyst | Cisco Systems | USA

Aug 2023- Current

- Developed and maintained efficient data pipelines for the collection, cleansing, and analysis of customer transaction data, resulting in a 20% reduction in data processing time.
- Utilized advanced SQL queries and Python scripting to extract actionable insights from extensive datasets, uncovering key trends and patterns instrumental in driving strategic business decisions.
- Created dynamic and visually compelling dashboards using Tableau and Power BI, facilitating clear and intuitive presentation of analytical findings to diverse stakeholders, thus enhancing data-driven decision-making capabilities across departments.
- Conducted comprehensive exploratory data analysis (EDA) to discern correlations and outliers in customer behavior, guiding the formulation of targeted marketing campaigns and personalized customer experiences.
- Designed and executed A/B testing experiments to assess the efficacy of marketing strategies and product features, furnishing valuable insights for performance optimization.
- Fostered collaborative partnerships with cross-functional teams in marketing, product development, and finance to define key performance indicators (KPIs), track performance metrics, and spearhead continuous improvement initiatives.
- Delivered persuasive presentations and reports to senior management, distilling complex analytical findings into concise, actionable insights that informed strategic planning and resource allocation.
- Contributed substantially to the establishment of robust data governance frameworks and protocols, ensuring adherence to stringent data quality standards, integrity, and regulatory compliance.

Data Analyst | Mphasis | India

June 2016 – Jan 2021

- Collaborated with data analysts to generate performance reports across multiple departments, utilizing advanced research techniques to extract insights from raw data.
- Identified process inefficiencies through comprehensive analysis of existing workflows, leading to streamlined procedures and improved productivity.
- Enhanced data accuracy by 12% through meticulous data cleaning, organization, and transformation, and constructed Tableau dashboards to monitor key performance indicators.
- Directed the development of tailored Tableau dashboards to visualize claims data and optimize claims processing efficiency, resulting in a reduction in processing time.
- Utilized AWS cloud services to establish scalable data infrastructure, enabling sophisticated analytics on large datasets.
- Designed and maintained MySQL database for monthly data manipulation, facilitating report generation with Crystal Reports.
- Leveraged Adobe Analytics and Google Analytics to evaluate website performance, contributing to enhanced marketing strategies and user experience.
- Implemented Power BI for advanced data visualization, producing interactive reports that provided actionable insights to stakeholders. Coordinated Power BI integration with diverse data sources, streamlining extraction processes and reducing extraction time by 18%.

Relevant Coursework

- Machine Learning - Artificial Intelligence San Jose, California |
● Explored supervised and unsupervised learning algorithms, including linear regression, logistic regression, decision trees, SVM, KNN, and clustering algorithms.
● Delved into advanced topics such as Dimensionality reduction and Deep learning.
● Hands-on experience implementing ML algorithms in Python using libraries such as scikit-learn, TensorFlow, and Kera
- Aug 2021 - May 2023

- Reinforcement Learning - Artificial Intelligence:
● Studied foundational reinforcement learning concepts, including MDP, policy iteration, value iteration, and Q-learning.
● Explored advanced topics such as deep RL, including deep Q-networks and policy gradients.
● Implemented RL algorithms in Python using libraries such as OpenAI Gym, TensorFlow, and PyTorch.

- Data Analysis | SQL, Tableau, Power BI & Excel:
● Mastered SQL querying for data extraction, manipulation, and analysis.
● Proficient in creating insightful visualizations using Tableau and Power BI.
● Excel skills honed for data cleaning, transformation, and analysis.
● Applied advanced analytics technique use to derive actionable insights from diverse datasets

Education

- Master’s Degree, San Jose State University.
Master of Electrical Engineering
- 2021 - 2023
- Bachelor’s Degree, Dhanalakshmi College of Engineering, Anna University, Chennai, India.
Bachelors of Electronics and Communication Engineering
- 2012 – 2016

KEY ACADEMIC PROJECTS

- Conducted Market Basket Analysis with Python and SQL on retail transaction data. Utilized association rule mining techniques to reveal customer purchasing patterns, facilitating targeted marketing strategies and revenue growth.
- Developed predictive models for Customer Churn using R and machine learning algorithms for a subscription-based service. Analyzed historical data to identify churn predictors, resulting in proactive retention strategies and improved customer retention rates.
- Performed Exploratory Data Analysis on a large healthcare dataset using Python and Pandas. Visualized trends in patient demographics, diagnoses, and treatments, providing actionable insights for healthcare providers to enhance patient care and resource allocation.
- Utilized Python and Natural Language Processing libraries for Sentiment Analysis of social media posts related to airlines. Extracted valuable insights on customer perceptions and feedback