

Ajay Vishnu Addala

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SUMMARY

Results-oriented data/business analyst with a demonstrated history of elevating company revenue, optimizing operations, and providing actionable insights through advanced analytics tools and machine learning techniques. Adept at driving business growth and efficiency while fostering effective customer communication.

SKILLS

- **Programming and Database Management:** Python, R, Java, SQL Server, MySQL
- **Tools and IDEs:** Tableau, Tableau Prep, Power BI, R Shiny, Alteryx, Visual Studio, Figma, SAP, MS Excel
- **Key Competencies:** Multivariate Analysis, Regression, Decision Trees, A/B Testing, Cohort Analysis, Time Series Forecasting, Inventory Management, Regression Models, ERP, Agile Methodologies, Risk Management

PROFESSIONAL EXPERIENCE

Sid's Farm Pvt. Ltd.

Senior Data Analyst

Jun 2019 - Mar 2022

- Catalyzed revenue growth through targeted marketing campaigns and proactive customer relationship management, achieving a 4X increase in annual revenue from \$250K to \$1 million.
- Optimized customer service efficiency by conducting root cause analysis, streamlining workflows, and introducing automation, resulting in a 75% reduction in response time and a 40% decrease in issue resolution time.
- Leveraged advanced analytics and forecasting techniques such as seasonal ARIMA, which enhanced user engagement, and brand visibility, and boosted social media interactions by 35%.
- Enhanced demand forecasting accuracy by utilizing historical trends, implementing auto-updating dashboards in Power BI and Excel, reducing demand fluctuations by 45% and customer issues by 30%.
- Spearheaded the identification of the optimal warehouse locations by analyzing potential sites using the Standard Transportation model in Python and SQL, resulting in a 25% reduction in logistics and operational costs.

Dassault Systemes

Data Analytics Intern

May 2017 - Jul 2017

- Orchestrated Dassault's software sales to automotive companies by analyzing big data on the Indian two-wheeler market and crafting interactive Tableau dashboards, driving market penetration and revenue growth by 20%.

PROJECTS

[Sea Food Sales - USA](#)

- Designed a business dashboard for a seafood company, utilizing Python and SQL to create and modify fake data, and highlighting 7 KPIs and metrics in Tableau, facilitating informed decision-making and strategic planning.

[Global Sales](#), [Pie Sales](#), [Logistics & Operations](#), [Marketing](#), and [HR](#) executive dashboards

- Developed and customized 5 interactive executive dashboards using Power BI, significantly boosting organizational visibility and facilitating strategic planning across company segments.

[US Census Data Analysis](#)

- Analyzed 40 US Census tables and developed an interactive web application using R Shiny to visualize census data from 2010 to 2020 to identify North Eastern states with significant population growth, particularly among women.

Predicting [US College Admissions](#) and [Social Media Usage](#)

- Investigated data from 700+ colleges using Python and R, achieving 95% prediction precision and 98% accuracy, while developing predictive models for social media addiction rates among college students, contributing to enhanced decision-making and intervention strategies.

[Predicted Credit Default Rates](#)

- Engineered credit default prediction models leveraging logistic regression, LDA, QDA, decision trees, and KNN algorithms, enhancing predictive capabilities with an impressive 85% accuracy and 90% recall rates.

[NJ Median House Pricing](#) and [US Candy Production](#) Forecasting

- Implemented forecasts for NJ median house prices and US candy production using ARIMA, Holt-Winters, seasonal drift, and exponential smoothing, achieving optimal forecasting accuracy by pinpointing the most effective model.

EDUCATION

Rutgers Business School, NJ

Master's in Information Technology and Analytics (STEM), GPA 3.93/4.0

Aug 2022 - Dec 2023

National Institute of Technology, Calicut, India

Bachelor's in Technology, Production Engineering, GPA 8.0/10.0

Jul 2015 - May 2019