

<b>NITHYASHREE BALAJI</b>
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EDUCATION

University of Texas at Dallas, MS, *Business Analytics and Artificial Intelligence (Data Science Cohort)* | GPA: 3.55/4.00 May 2025  
Advanced Statistics, Big Data, Applied Machine Learning, Prescriptive Analytics, Predictive Analytics, Business Analytics with R

SKILLS

- Data Visualization:** Proficient in Tableau, Google Data Studio, Power BI
- SQL:** Expertise in writing complex queries for data extraction and analysis
- Dashboard Development:** Creating operational dashboards and reports
- Data Analysis & Storytelling:** Translating trends into actionable insights and compelling narratives
- Documentation & Collaboration:** Documenting processes and working with cross-functional teams
- Problem-Solving & Time Management:** Managing multiple tasks and delivering creative solutions

PROJECTS

Customer Feedback Analysis (Nov 2024)

- Conducted sentiment analysis on **50,000+ customer reviews**, extracting actionable insights through **Google Data Studio** and presenting key findings via interactive visualizations. Automated complex data pipelines with **SQL** and APIs, reducing report generation time by 70% and saving 10 hours of manual effort weekly.
- Delivered insights that led to the successful insight of two new customer service initiatives, enhancing satisfaction scores by 15%.

Sales Dashboard Development (Oct 2024)

- Architected an **end-to-end Power BI dashboard** solution for sales monitoring, integrating data from **Snowflake** and relational databases via **SQL** to deliver real-time KPIs.
- Engineered data pipelines with **ETL/ELT workflows** for optimized refresh rates, reducing dashboard latency by 50%.
- Enhanced sales forecasting accuracy by 30% through advanced visualization techniques and automated trend analysis, empowering stakeholders to identify growth opportunities independently.

Data Warehousing and ETL/ELT Development (Aug-Sep 2024)

- Designed and implemented a **Snowflake-based data warehouse**, improving data quality by 40% through robust **schema design** and implementation of **data validation pipelines**.
- Developed advanced **SQL scripts** and **ETL processes** to support dynamic data integration across multiple systems, reducing redundancy and enabling a 35% improvement in analysis efficiency.
- Automated **data cleansing and transformation workflows** using **Python and SQL**, cutting manual intervention by 70% and decreasing data errors by 30%.

LEADERSHIP AND VOLUNTEERING

- Effective communicator, sharing quantitative insights articulately with varied audience types; recognized for nurturing cooperative cultures, organizing conferences attracting 150+ professionals, mentoring novices, and speaking at events (**Aug 2024**)
- Efficiency Improvement – DataViz Hackathon (Apr 2024)** - Improved contact center efficiency by 15%, Analyzed 200,000+ call records to identify areas for optimization, developed process improvement strategies to enhance customer satisfaction.
- Real-Time Patient Tracking and Decision Support – Axxess Hackathon (Mar 2024)** - Provided real-time decision support for healthcare providers, developed a mobile app to track and predict patient health trends, recognized as the ‘Best Idea’ for improved outcomes

PROFESSIONAL EXPERIENCE

<b>Software Engineer   Cognizant Technology Solutions   Tamil Nadu, Chennai, India</b>	<b>Jan 2022 - Jul 2023</b>
<ul style="list-style-type: none"><li>Utilized technical expertise to analyze complex data sets and develop effective visualizations, leveraging expertise in data analysis and problem-solving.</li><li>Collaborated with cross-functional teams to design and implement process improvements, showcasing ability to work with technical teams.</li><li>Demonstrated experience with data-driven decision making and technical competency through successful project management.</li></ul>	
<b>Programmer Analyst   Cognizant Technology Solutions   Tamil Nadu, Chennai, India</b>	<b>Aug 2020 - Dec 2021</b>
<ul style="list-style-type: none"><li>Developed and maintained complex databases, with a focus on data quality, integrity, and security, utilizing skills in data warehousing and data modeling.</li><li>Utilized knowledge of data visualization tools and techniques to contribute to extensive technical documentation, fostering cross-team collaboration and data storytelling.</li><li>Improved database query efficiency by 25% through optimized SQL and data analysis, showcasing experience with sourcing, cleansing, and combining datasets from various sources.</li></ul>	