Praneeth Kumar Reddy Palampalli

+1 716-306-9932 | ppalampa@buffalo.edu | Portfolio | LinkedIn | Github | San Francisco, CA

EDUCATION

Master of Science, Business Analytics(STEM)   **Buffalo, NY**
University at Buffalo, The State University of New York   07/23 - 06/24
Coursework: Web Analytics, DBMS, Machine Learning, Predictive Analytics, R, OLAP, and Power BI

Bachelor of Engineering, Information and Technology   **Chennai,India**
SRM Institute of Science and Technology   07/17 - 06/21

PROFESSIONAL EXPERIENCE

Associate Software Engineer, Ernst & Young Global Limited, Pune, India   11/21 - 06/23
- Designed and implemented Microsoft SQL Server databases, achieving a 15% optimization in user data storage and retrieval efficiency for PAANS, a Consent Management web application
- Orchestrated development of Power BI dashboard, yielding a 20% enhancement in API performance monitoring, displaying vital metrics like API hits, accepted and rejected policies
- Utilized data mining techniques to extract pertinent information for visualization on KPI cards within the Power BI dashboard, enhancing visibility into API performance
- Engaged in architecture discussions with stakeholders across projects using Agile methodology, resulting in a 15% improvement in project alignment and informed technical decision-making

  Key Accomplishments:

    Received "SPOT Award" for fixing 90% of SQL vulnerabilities, significantly improving system security

Data Analyst, Agsdo Pvt Ltd, Kurnool, India   01/21 - 10/21
- Developed and automated Power BI reports for real-time API performance, stock levels, and procurement insights, reducing discrepancies by 20%
- Utilized Python libraries like Pandas and Scikit-learn to develop predictive models analyzing historical sales data, resulting in a 20% reduction in stockouts and around $2,000 annual savings
- Leveraged regression analysis and time series forecasting techniques in market research, propelling a 10% revenue growth by identifying key market trends and opportunities in seed industry

Junior Software Engineer, Agsdo Pvt Ltd, Kurnool, India   08/20 - 01/21
- Developed responsive web interfaces using React.js, resulting in a 30% improvement in user engagement for the company's seed inventory management
- Monitored acquisition strategies using Google Tag Manager and conducted website traffic analysis with Google Analytics, resulting in a 20% increase in new customer sign-ups
- Leveraged user behavior data to improve website experience, driving a 30% increase in repeat visits

PROJECTS

Smart Web Scraper Q&A with LLM [Git]
- Engineered an innovative web scraping and question-answering application using Python, Streamlit, and advanced AI technologies like Langchain, FAISS, and Hugging Face Embeddings
- Reduced processing time for web scraping and content generation by 40%, ensuring efficient operation

Telco Customer Churn [Git]
- Revitalized machine learning pipeline, boosting telecom customer churn prediction accuracy by 20% using TensorFlow and scikit-learn, leading to a reduction in customer attrition
- Addressing class imbalance using SMOTE increased minority class instances by 50%, resulting in a further 10% improvement in prediction accuracy, as measured by the area under the ROC curve

TECHNICAL SKILLS

Tools & Languages: Git, HTML5, CSS3, JavaScript, React Js, Google Analytics, Google Tag Manager, Adobe Analytics
Data Science: Machine Learning Algorithms, Data Mining, ETL, Python, R, LLMs, Transformers, Generative AI, Spacy, Bert, Pinecone, Streamlit, Tableau, Power BI, Excel, Hadoop, Google Big Query, AWS, GCP
Database Systems: Oracle, MS SQL, SQLite, and SnowFlake
Soft Skills: Analytical Thinking, Time Management, Organization Skills, Attention to Detail, Data Storytelling

CERTIFICATIONS

- **Google:** Google Analytics Certification **(Link)**
- **Microsoft Certifications:** Azure Fundamentals **(AZ-900)**, Azure Data Fundamentals **(DP-900)**, Azure AI Fundamentals **(AI-900)**, Power Platform Fundamentals **(PL-900)**, Azure Administrator **(AZ-104)**
- **Coursera:** Machine Learning Fundamentals, Python Programming for Everybody **(Link)**