Praneeth Kumar Reddy Palampalli

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EDUCATION

Master of Science, Business Analytics   **Buffalo, NY**
University at Buffalo, The State University of New York   07/23 - 06/24
Bachelor of Engineering, Information and Technology   **Chennai, India**
SRM Institute of Science and Technology   07/17 - 06/21

PROFESSIONAL EXPERIENCE

Business Analyst, Ernst & Young Global Limited, Pune, India   11/21 - 06/23
- Designed and maintained SQL Server databases for the PAANS application, ensuring efficient data storage and developed Power BI dashboards for quarterly customer insights, tracking accepted and rejected policies
- Employed Excel and SQL to analyze demographics, and product usage among 3M consumers across the America, Europe, utilizing GCP for improved data processing and analytics
- Deployed row-level security across 10 interconnected Power BI dashboards ensuring data privacy and security compliance for 400+ users via granular user-based access controls
- Applied ETL and data modeling fundamentals to optimize database, reducing query times by 25%
- Implemented Power Automate workflows for clients, achieving 40% efficiency in quarterly processes
- Performed A/B Testing on landing pages of client's website achieving growth in session duration by 70%, improving user engagement
- Gathered and analyzed stakeholder requirements to create comprehensive Business Requirement Documents (BRDs), ensuring alignment with project goals and facilitating effective communication across development teams
- Adeptly communicated technical concepts and implications to business partners, driving cross-functional alignment and measurable process improvements

  Key Accomplishments:
  Received "SPOT Award" for resolving 90% of SQL database vulnerabilities and implementing data governance measures, significantly boosting data security and improving overall system stability

Data Analyst, AGSDO Pvt Ltd, Kurnool, India   04/20 - 10/21
- Conducted financial analysis for Seeds Inventory Management on Excel and Power Query, identifying $1M in cost-saving opportunities, presented insights using Tableau dashboard to 15+ stakeholders
- Performed exploratory data analysis to identify trends in seed inventory, enhancing decisions-making
- Facilitated root cause analysis of seed denials, identifying major reasons for denials and proposing actionable recommendations, leading to a significant 20% decrease in denials
- Developed a tableau seed's portfolio dashboard, driving a 20% profitability increase in 6 months, measured by enhanced net profit margins, increased sales revenue, and cost reduction
- Proficient in analyzing confidential supply chain data summarizing key findings, defining requirements (BRDs) and utilizing data and metrics to draw actionable insights, aligning with organizational objectives, and driving growth
- Configured Amazon S3 to securely store and manage large datasets, enabling scalable and efficient data access while reducing storage costs by 20%

PROJECTS

Viewership Trend Analysis, Buffalo Toronto Public Media : Capstone   **Buffalo, NY**
- Utilized technical expertise to conduct EDA on Canadian audience data, developing a Tableau dashboard showcasing KPIs and key metrics
- Presented findings to 10+ stakeholders, leading to an expected 21% increase in audience reach

Smart Web Scraper Q&A with LLM [Git] : Python | Streamlit | LLM | Hugging Face
- 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

TECHNICAL SKILLS

Tools & Languages: Jupyter, Colab, Git, Jira, Alteryx, HTML5, CSS3, JavaScript, Python, R
Analytics: Customer Segmentation, Trend Analysis, Machine Learning Algorithms, Data Modeling, Data Warehouses, Exploratory Data Analysis, ETL, Generative AI, Streamlit, Tableau, Power BI, Excel, Hadoop
Databases & Cloud: Oracle, MS SQL, SQLite, Mongodb, SnowFlake, Google Big Query, Azure, AWS, GCP

CERTIFICATIONS

- **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)**