# Prriyamvradha Parthasarathi

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## **CERTIFICATIONS & TECHNICAL SKILLS**

Certifications: Alteryx Designer Core Certified, Google Analytics Certified, SQL Fundamentals (ANSI) certified.

Tools: Alteryx, Tableau, Power BI, Metabase, Qlik Sense, Adobe Analytics, Google Analytics, Excel VBA, JIRA, Git

**Programming**: SQL, R, Python, SAS **Databases**: MySQL, Oracle, MongoDB

#### PROFESSIONAL EXPERIENCE

Data Specialist - Kaay Labs Inc, United States

June 2024 – Present

- Conducted **exploratory data analysis (EDA)** to identify patterns, correlations, and anomalies in large datasets, informing strategic business decisions.
- Cleaned and transformed raw data using **Pandas** and **SQL** to ensure data quality and integrity, preparing it for downstream **analysis** and **reporting**.

Data Analyst Intern - Kaay Labs Inc, United States

June 2023 - August 2023

- **Optimized SQL** queries to enhance database performance, achieving a 25% improvement in query execution speed and overall system responsiveness.
- Collaborated with cross-functional teams to define **key performance indicators (KPIs)** and establish consistent metrics definitions for accurate reporting and analysis.
- Developed and maintained interactive metrics and **dashboards** using **Tableau**, contributing to a 30% increase in user engagement and enabling stakeholders to make informed decisions in real time.
- Executed **Root Cause Analysis** on the system performance issues, identifying and addressing underlying data discrepancies, resulting in a 30% improvement in overall data reliability.

### Senior Data Engineer - Larsen and Toubro Infotech LTI, India

May 2019 – July 2022

- Engineered and implemented a highly efficient **ETL** reporting system, streamlining data extraction, transformation, and loading processes, resulting in a 40% reduction in data processing time.
- Enhanced, modified, and maintained **SQL queries** and procedures for reports and improved SQL queries which reduced client application runtime by 50%.
- Conducted training sessions, leading to a 40% boost in team data literacy, fostering data-driven decision-making.
- Led a team of 20 members and **collaborated** with the client on upgrading a web application (MHUB 4. x) and completed upgrade without impact within 2 months and received strong client appreciation for efforts.
- Applied **statistical analysis** techniques to identify **trends and patterns**, leading to a 25% improvement in datadriven decision-making processes and enhancing overall data reliability.
- Utilized **Excel VBA** to automate data cleansing, reducing 80% of the manual workload in data loading process.
- Leveraged Agile methodology to prioritize and manage project tasks, realizing a 25% uptick in team productivity.

#### **PROJECTS**

Gender Dynamics and Compensation Analysis | (MySQL, Tableau) | GitHub

November 2023

• Performed an analysis of gender dynamics and compensation trends, utilizing **MySQL** and **Tableau**. Quantified a 20% reduction in gender-related pay disparities since 1990, informing strategic decision making.

Marketing Web Analytics and Insights - Nike | (Google Analytics) | GitHub

December 2023

• Engaged in an analysis of Nike's e-commerce web analytics using **Google Analytics**, assessed Oct 2021 to Oct 2022 data, identified **key KPIs**, and provided actionable recommendations aligned with company goals.

**Instacart Market Basket Analysis using Tableau** | (Microsoft Excel, Tableau) | GitHub

November 2023

 Analyzed 3 million Instacart grocery orders, revealing peak hours, top products, and customer behavior through histograms, bar charts, and tree maps, and created a storyboard to inform strategic decision-making.

Financial Performance Analysis Dashboard using Power BI | (ETL, DAX, Power BI) | GitHub

December 2023

• Transformed diverse datasets in **Power BI**, defined a robust **data model**, implemented advanced **DAX measures**, and designed a compelling "Topline Performance" dashboard for Financial Performance.

#### **EDUCATION**

Master of Science, Business Analytics - The University of Texas at Dallas | GPA 3.83 - Scholar with Distinction May 2024

Major - Data Analytics

Bachelor of Engineering, Electronics and Communication Engineering - Anna University | GPA 3.30

April 2019