

Prriyamvradha Parthasarathi

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EDUCATION

Master of Science, Business Analytics - The University of Texas at Dallas | GPA 3.83

May 2024

Major – Data Analytics

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

April 2019

CERTIFICATIONS & TECHNICAL SKILLS

Certifications: Alteryx Designer Core Certified, Google Analytics Certified, SQL for Data Analytics & Business Intelligence

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 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 data-driven 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.

ACADEMIC PROJECTS

Gender Dynamics and Compensation Analysis | [GitHub](#)

October 2023 to 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 | [GitHub](#)

October 2023 – 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 | [GitHub](#)

October 2023 – November 2023

- Analyzed 3 million Instacart grocery orders, unveiled peak hours, top products, and customer behavior to guide past strategic decisions for targeted promotions and improved customer experience.

Financial Performance Analysis Dashboard using Power BI | [GitHub](#)

November 2023 – 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.

ORGANIZATION EXPERIENCE

Vice President - INFORMS Club, UT Dallas

October 2022 – Present

- Orchestrated events team, refined event logistics and SOC representation for improved funding prospects

Mentoring Team Lead - Business Analytics Leadership Council (BALC), UT Dallas

February 2023 – Present

- Facilitated resources and support for MSBA students, ensuring program success through efficient coordination.