Uma Rama Linga Murthy **Marthi**

Lead Business Analyst

About Me

As a cloud based data science professional with over a adecade of experience, having built, deployed and maintained 50+ dashboards, led machine learning projects with expertise in Qlik, PowerBI, Python, AI, ML and NLP, am eager to collaborate with industry-leading professionals, drawn to opportunities that involve tackling the most critical business challenges.

Areas of Specialization

ETL · Business Intelligence · Data Science · Machine Learning · Deep Learning · Natural Language Processing (NLP) · Computer Vision · DevOps · MLOps · Data Pipelines

Personal

Nationality : India
Date Of Birth : 10/03/1987
Place Of Birth : Hyderabad

Interests

Reading Books
Badminton
Traveling

Languages

Telugu — mother tongue
Hindi
English
Tamil

Degrees

2023 — **Data Science and Engineering**
M.Tech., · BITS, Pilani

2010 — **Finance and Marketing**
PGDM., · SSIM, Hyderabad

2008 — **Mechanical Engineering**
B.Tech., · DMSSVHCE, Machilipatnam

Skills

Skill	Rating
SQL	★ ★ ★ ☆ ☆
Python-Data Science	★ ★ ★ ★ ☆
QlikSense,QlikView	★ ★ ★ ★ ☆
DataBricks	★ ★ ★ ☆ ☆
PowerBI	★ ★ ★ ★ ☆
AWS S3, Lambda	★ ★ ☆ ☆ ☆
GitHub	★ ★ ★ ☆ ☆

Resumé

2021–Present — **CMA CGM GBS INDIA LTD**
Lead Business Analyst · Chennai, India
Responsible to generate business use cases with application of Machine learning on global customer data base · Responsible to maintain Global Partner Data Management Dashboards and related dimensions · Lead Global CDM Analytics and data science initiatives managing a team of data analysts.

2018–2020 — **LATENTVIEW ANALYTICS LTD**
Lead Data Analyst · Chennai, India
Responsible to collect requirements, project planning, execution and delivery of analytics solutions to clients spread across Insurance and Auto industries.

2016–2018 — **SCINTEL TECHNOLOGIES LTD**
Senior Business Analyst · Chennai, India
Responsible to collect requirements, execution and delivery of Business Intelligence solutions to clients from Healthcare Industry.

2012–2016 — **GAFFNEY-KROESE SUPPLY INDIA PVT. LTD.**
Business Analyst · Chennai, India
Responsible to maintain databases in SQL and prepare reports as per management needs.

2011–2012 — **ZENITH ENERGY SERVICES PVT LTD.**
Assistant Manager-Renewable Energy · Hyderabad, India
Responsible to conduct MNRE based policy study on biomass and baggasse cogeneration plants across India.

2010–2011 — **NOVUS GREEN ENERGY SYSTEMS PVT LTD.**
Area Manager-Chattisgarh · Raipur, India
Responsible for business development.

Vital Data Science Projects

- **2024**: Steel Plate Defect Prediction
- **2024**: Investment Tracking PowerBI Dashboard
- **2024**: House Price Prediction with Machine Learning in Kaggle
- **2023**: Bookings Prediction with Deep Learning
- **2023**: Customer Data Replication with GANs
- **2023**: Customer Churn Prediction in Shipping Industry with Machine Learning
- **2023**: Computer Vision based scene text extraction model to extract data for twitter data extraction.
- **2022**: NLP Based AI Tool for penny stocks recommendations

Vital Official Projects

- **2021-2023 CMA CGM GBS India Ltd.**
- GANs Based Customer Data Generation Project
- GBS Performance KPI Dashboard
- Dimension Partner Dashboard and Ecosystem Maintenance
- Dimension Partner Summary Dashboard
- MyCDM Dashboard – Database Migration Project
- Asia Regional Office – Finance KPI Dashboard
- QVD Comparison Dashboard
- **2018-2020 LatentView Analytics Ltd.**
- Crash Data Base Reports
- Employers Insights Dashboard
- Clinical Key Performance Indicators (KPI) – Return to Health (RTH) Dashboard
- Clinical Key Performance Indicators (KPI) – Higher Level Reviews (HLR)
- Long Term Care - Usual Customary Charges Validation (LTC – UCCV Project)
- **2016-2018 SCINTEL TECHNOLOGIES Ltd.**
- Savings Tracker Business Process Modeling, Optimization and Implementation Project
- Travel Policy Compliance Monitoring
- **2018-2020 Gaffney-Kroese Supply India Pvt. Ltd.**
- Sales, Distribution and Supply Chain Management Dashboard
- Business Intelligence Implementation Project with QlikView

Certificates

- **2022**: Certified Qlik Data Architect
- **2021**: Advanced Alteryx Core Developer

Links

- https://www.linkedin.com/in/rmarthi-521057138/
- https://github.com/RamMarthi9

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