

Uma Rama Linga Murthy Marthi

Lead Business Analyst



About Me

As a cloud based data science professional with over a decade 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

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 bagasse 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


- **2021-2023CMA 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
- **2018-2020Gaffney-Kroeese Supply India Pvt. Ltd.**
 - Sales, Distribution andSupply 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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