ROHIT GADDAM

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Summary

Business Analyst with over 4+ years of experience in enhancing business performance through advanced data analytics. Expert in SQL, Python, and Power BI, with a proven track record of delivering actionable insights that drive strategic decision-making and operational efficiency. Skilled in developing KPI-driven dashboards and predictive models, leading cross-functional teams, and implementing Agile methodologies to streamline processes and boost productivity

Education

Northeastern University | **Sep 2022 – Dec 2024**
Master of Science in Data Analytics Engineering | *Boston, MA*
- Courses: Data Mining, Data Management, Advance Business Process, Statistical Analysis, Business Analysis and Engineering

Experience

Datics | **Feb 2024 – Jul 2024**
Business Analyst | *Charlotte, NC*
- Engineered weekly KPI dashboards to monitor and enhance business performance by analyzing 5M+ financial transactions
- Collaborated with cross-functional teams to transform complex data into actionable insights, driving strategic decisions and identifying loss segments in credit portfolios
- Spearheaded the development of custom reports for deep-dive analyses, streamlining Agile processes to optimize team collaboration and efficiency
- Acted as Scrum Master in retrospective meetings, promoting pair programming and boosting developer productivity by 18%
- Influenced executive decision-making by presenting data-driven insights, leading to enhanced strategic business initiatives

Microsoft Affluent Global Services Pvt. Ltd | **Jun 2019 – Jun 2022**
Business Analyst | *Hyderabad, India*
- Translated business needs into functional requirements for the implementation of weekly KPI dashboards, increasing feature delivery efficiency by 10%
- Led Agile sprint meetings, aligning project roadmaps with operational goals and summarizing large datasets in Tableau to extract strategic business trends
- Conducted business process mapping to improve workflow efficiencies and spearheaded R&D efforts that identified new business opportunities, contributing to a $220K revenue increase
- Mentored 3 junior analysts in SQL best practices and Power BI dashboard development, improving team productivity by 30%
- Developed roadmaps and user stories to ensure alignment with stakeholder expectations and business goals

Projects

Bank Loan Data Analysis
- Designed and deployed a strategic analysis of bank loan data using Power BI, differentiating high and low-risk loans to streamline risk management procedures
- Created compelling, storytelling-driven dashboards that enabled real-time adjustments to lending strategies, significantly impacting the bank's financial health

Anomaly Detection for Fraud Prevention
- Built an AI-driven anomaly detection model using ensemble methods to identify and prevent fraudulent financial activities, improving fraud detection accuracy by 93%
- Leveraged unsupervised machine learning and PCA techniques to enhance the model's precision and effectiveness in real-time fraud detection scenarios

Retail Customer Segmentation
- Applied machine learning techniques to classify 50,000+ customers based on demographic data, crafting targeted marketing strategies that enhanced customer engagement by 20%
- Developed a customer segmentation dashboard in Tableau, utilizing filters to analyze insights and strategize business operations to achieve the highest possible ROI

Technical Skills

Programming Languages: SQL (CTE, subqueries, joins, window functions), Python (Pandas, NumPy, SciPy, Scikit-learn)
BI Tools: Power BI, Tableau, Excel (VBA, Macros, vlookup, pivot tables), PowerPoint, Visio
Business: Business Process Mapping, UAT, Risk Analysis, Requirements Gathering
Statistics: Hypothesis Testing, A/B Testing, Time Series Analysis, Optimization Techniques, ARIMA, Statistical modeling
Methodologies : Agile, Scrum, SDLC, Wireframing, User stories, Product Management, Lean Six Sigma
Adv Analytics & Big Data Tools: Airflow, Apache Spark, Kafka, Snowflake, Azure, Databricks, Hadoop, SAS, SPSS

LEADERSHIP EXPERIENCE

MC and Event Manager, Open Data Science Conference
- Hosted and collaborated with speakers, managed workshops and speaker sessions, ensured smooth transitions between sessions

Graduate Lead Teaching Assistant (Customer Value and Enterprise), Northeastern University
- Led team of 5 TAs, assisted 100+ students in applying practical business techniques, strategic decision-making in industry contexts