

# Ruthika Reddy Aliminati

(774-494-0197) | raliminati18@gmail.com | [LinkedIn](#) | [GitHub](#) | [Tableau](#) | MA

## SUMMARY

Graduate student in Business Analytics with strong technical skills in SQL, Tableau, data visualization, and business intelligence. Experienced in analyzing large datasets, creating interactive dashboards, and ensuring data integrity to drive data-driven decision-making. Adept at building reports, collaborating across teams, and problem-solving using analytical techniques.

## EDUCATION

### Master of Science in Business Analytics

University of Massachusetts Boston, Massachusetts

December 2025

CGPA: 4.00/4.00

**Courses:** Machine Learning, Data Visualization, Natural Language Processing, Databases & SQL, Multivariate Statistics, Predictive Analytics, Business Intelligence, Financial Data Analysis, Data Warehousing, Big Data.

### Bachelor of Arts: Economics & Statistics

St. Francis College for Women, India

April 2023

CGPA: 8.90/10.00

**Courses:** Micro & Macro Economics, Statistics, Econometrics, Health Economics, Pre-Calculus, Linear Algebra.

## TECHNICAL SKILLS

- **Programming Languages:** SQL (MySQL, SQL Server), Python (NumPy, Pandas, Matplotlib, Scikit-learn), R.
- **Platforms/Tools:** Power BI (DAX), Tableau, Microsoft Excel (PivotTables, VLOOKUPS, advanced formulas), Git.
- **Key Skills:** Data Analysis, Business Intelligence, SQL Query Optimization, Data Integrity & Governance, Dashboard Development, Data Management, Ad-Hoc Reporting, Trend Analysis, A/B Testing.
- **Certifications:** Databricks Lakehouse Fundamentals, Bloomberg Market Concepts.

## PROFESSIONAL EXPERIENCE

### University of Massachusetts Boston | Research Assistant

October 2024 – Present

- Performed deep-dive analyses on social media and textual datasets by extracting, preprocessing, and tokenizing content using Python libraries like NLTK and spaCy, which enabled the detection of key patterns and actionable insights.
- Developed machine learning models leveraging TF-IDF, logistic regression, and naïve Bayes, achieving an 89% accuracy rate in text classification tasks and enhancing data-driven decision-making through iterative model tuning.
- Validated data integrity and ensured high data quality by applying best practices in data preparation, thorough documentation, and version control with Git, optimizing workflows for accuracy and reproducibility.
- Implemented A/B testing strategies by formulating and testing hypotheses to refine misinformation detection models and enhance overall trend identification and decision-making accuracy.

### Social Alliance for Impact Research | Data Analyst Intern

September 2022 – June 2023

- Consolidated and standardized datasets from over three key sources—sales records, customer feedback, and competitor metrics—using Python (Pandas, NumPy) and SQL queries, improving data accuracy and ensuring reliable inputs for analysis.
- Designed and implemented dynamic dashboards in Power BI to track KPIs such as monthly sales growth, customer satisfaction, and service metrics, enabling teams to quickly identify trends and enhance operational efficiency by 15%.
- Developed and optimized automated ETL pipelines using Python and SQL Server to extract, transform, and load over 3000 records daily, reducing manual processing errors by 25% and streamlining data collection processes.
- Conducted exploratory data analysis with Python (Matplotlib, Seaborn) uncovering actionable insights from customer sentiment and service performance that directly supported strategic initiatives and boosted customer retention by 10%.

### The Indian Conclave | Policy Research Analyst Intern

September 2020 – January 2021

- Performed deep-dive analyses on government funding data and student enrolment records using SQL and Excel, identifying key trends in dropout rates and resource allocation to support effective policy adjustments.
- Developed interactive Power BI dashboards to track funding distribution, participation rates, and policy impacts, providing clear visualizations that enabled data-driven decisions for resource reallocation.

## ACADEMIC PROJECTS

- **HR Analytics Dashboard:** Developed an interactive Tableau dashboard to analyze employee attrition, job satisfaction, workforce trends, and visualizations for KPI tracking, highlighting attrition by department, age, education, and gender.
- **Electric Vehicle Data Analysis Dashboard:** Developed an interactive Tableau dashboard to analyze EV trends, including total vehicle count, average range, and distribution by model, state, and manufacturer.
- **Amazon Electronics Sales Analysis:** Conducted an exploratory analysis of Amazon electronics sales data to identify trends, top-selling brands, and seasonal demand. Performed data cleaning, visualization, and statistical analysis using Python (Pandas, Matplotlib, Seaborn) to uncover insights on market performance.