

J.V.N.S. PRASANTH

Email: prasanth.jvns@gmail.com

Mobile: +919908058977

Professional Summary:

I am having 6+ Years of Experience in IT Working at LTIMindtree Worked on Python, Data Analytics, Data Science Technologies, Machine learning projects, OCR projects and having experience like Data Extraction using web scraping and using api's and worked on databases, Data Visualization and interested to learn new technologies.

Work Experience:

LTIMindtree – April2022 – Present (2.7 years), Covalance Global – 1 Year, Vmoksha Technologies – 3 Years

Technical Skills:

Programming languages: Python

Area of Interests: MySQL, Data Analytics, Snowflake, Web Scraping, Data Science.

Software's: Data Studio, PowerBI, Tableau

Project/ Client: Catalina - LTIMindtree

Role: Data Analytics Team Lead

Project Description: We are dedicated to meeting the business needs of the Catalina sales team, CPG clients, and retailer partners. Our analyses, insights, and recommendations form the cornerstone for comprehending Catalina's campaign performance and providing actionable insights aligned with client strategies, initiatives, and objectives.

Responsibilities:

- Deliver analytical insights that identify and quantify business opportunities, directly contributing to enhanced campaign performance and the initiation of new client initiatives.
- Provide timely and accurate reports with detailed measurements and insights tailored to meet specific business needs and challenges, facilitating informed decision-making.
- Seamlessly integrate consumer data from diverse storage platforms using SQL and Python ensuring comprehensive and coherent data availability for deeper analysis and insight generation.
- Develop standard and custom reports for audience targeting, insights, and measurement, facilitating informed strategic decision-making for marketing campaign performance and consumer insights.
- Analyze targeted shopper campaigns for insights that lead to the continuous enhancement of campaign strategies and execution.
- Collaborate closely with sales and internal clients to proactively align on project requirements, ensuring that development efforts are precisely tailored to meet business objectives and client needs.
- Create and maintain detailed business process documentation, ensuring consistency and supporting process improvements.

Project: MSN Analytics - LTIMindtree

Client: Microsoft

Role: Data Analyst

Project Description: The business objective is to increase the revenue and flow of users to MSN.com.

Responsibilities:

- Creating Dashboards and Data Modeling in PowerBI based on the business requirements.
- Identifying the trends and analyzing the patterns which helps in reducing the issues.

- Monitoring the PowerBI Dashboards with respect to Markets and Canvas to increase the efficiency of MSN.com.
- Report status, issues, and risks to teams on a regular basis.
- Working with different departments and business heads to resolve gaps through visualizations and explain the cause of gaps.

Project: Smart Modernization - LTIMindtree

Client: Optum

Role: Data Engineering

Project Description: The business objective is to Migrate the Data from Oracle Database to Snowflake.

Responsibilities:

- Involved in End-to-end Process of Creating of table in snowflake to transferring data from Oracle
- Involved in creating DDL's and Insert Queries and merge queries according to the load type.
- Monitoring the Entire Data Migration Process and validating the data as well as Count with the source Database.

Project: Jarvis – Covalense Global

Client: Unilever

Role: Data Analyst

Project Description: This is the project to predict the sales of the product based on the earlier sales using the Jarvis model.

Responsibilities:

- Do EDA and Model Run on the given Data. If any errors are encountered Resolve the issues
- Analyze the output of model runs. If the accuracy of the model is low, make required Modifications to the data and rerun the model till accuracy of the model is acceptable.
- Creating Python Scripts for the visualization of the output in the required format.
- Writing Python Scripts to generate output in the required format.

Project: Indonesia Mtpos - Covalense Global

Client: Unilever

Role: Developer

Project Description: To make the data into a structured format according to unilever standards, using Data preprocessing techniques.

Responsibilities:

- Getting data from multiple sources
- Using Python Data Preprocessing Techniques making data into a standard format, which will be used for the analysis of data at locations with respect to sales and quantity.

Project: RPA Migration - Covalense Global

Client: Unilever

Role: Developer

Project Description: Migrating the various processes which are working using the rpa tool, using python.

Responsibilities:

- Using python and implementing the rpa processes helps in reducing the rpa tool.

Project & Client: Massou App - Chance World Auto Mall – Vmoksha Technologies

Environment: Python, OCR

Role: Developer

Project Description:

- To identify the Japanese text using OCR and create new files to fill auction sheets.

Responsibilities:

- Worked on Optical Character Detection technique for detecting Japanese Characters.
- Developed a web interface using flask to generate shipping forms using the auction sheets.

Project: Chance World Auto Mall: Auction Car Price Prediction – Vmoksha Technologies

Client: Chance World Auto Mall

Environment: Python, Machine Learning, Web Scraping

Role: Developer

Project Description: To predict the price of a car and get a decent price of a used car which is going to be sold in auction, use a Machine Learning Algorithm.

Responsibilities:

- Involved in creating the Data Flow Diagrams (DFD).
- Used Gradient boosting Algorithm and logic to predict the price of a car.
- Data analysis, data cleaning and data visualization for the Auction Car Price Prediction is being done using Data Studio, matplotlib etc.
- Collecting Car Data from Japanese car auction websites using Web Scraping. Use Yolo v3 for Object detection for images.

Project & Client: Time Series anomaly detection Beerboard - Vmoksha Technologies

Environment: Python, Data studio

Role: Developer

Project Description: To visualize the data and analysis the flow based on the readings.

Responsibilities:

Used Statistics, logics, Python libraries (Pandas and NumPy) and weight-based approach to detect the anomaly (Line- cleaning) in data with other anomalies too. Done data analysis, data cleaning and data visualization for the Client using tools and libraries like Data Studio, python graph plotting libraries.

Project: Natural Language Processing

Clients: Beerboard

Role: Developer

Project Description: To match the similar product names using Nlp

Responsibilities:

- Worked as a Data scientist using Python programming language and NLP algorithms.
- Worked independently and collaboratively throughout the complete analytics project life cycle including data extraction, preparation, design, analysis, solutions, and documentation of results.
- FuzzyWuzzy to match the names of products.

Educational Qualification:

- MTech in Computer Science specialization in Big Data Analytics from **VIT University** with **7.67**cgpa -2017.
- BTech in Computer Science Engineering from **TECA** affiliated to **JNTUK** with **62.46%** (2014).
- Intermediate from NRI Academy, A.P state board with **75.40%** (2010).
- S.S.C from Viveka public school, A.P state board with **66.66%** (2008).