# SAI PRAVALLITHA  VEMIREDDY

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## EDUCATION

**The University of Texas at Dallas**                                                           August 2022 - December 2023
*M.S., Information Technology and Management (Dean's Excellence Scholarship)*
**Jawaharlal Nehru Technological University Hyderabad**                               August 2015 - July 2019
*Bachelor of Technology, Computer Science & Engineering(Distinction)*

## CERTIFICATIONS AND TECHNICAL SKILLS

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| ***Certifications:*** | Google Cloud Professional Machine Learning Engineer, Salesforce Developer I, Salesforce Administrator |
| ***Analytical Tools:*** | Power BI, Tableau, MySQL, Hive, Hadoop, Sqoop, HDFS, Snowflake, Informatica, SSAS, SSRS, SSIS, Postgres SQL, NoSQL, SQL Server |
| ***Programming:*** | Python, Java, SQL, C, R, HTML, CSS, JS, JSON, Apex, Visualforce, Lightning Web Components |
| ***Libraries:*** | Pandas, NumPy, Matplotlib, Seaborn, Scikit-Learn, Ggplot2, Dplyr, Plotly |
| ***Other Tools:*** | Microsoft Tools, JIRA, Jupyter Notebook, PyCharm, R Studio, Salesforce Data Loader, CRM Analytics |
| ***Domain Skills:*** | Data Analytics, Exploratory Data Analysis, Data Management, Statistical Analysis, Business Intelligence, Data Visualization, Data Modeling, SQL Query Design, Data Mining, Quantitative Analysis, Problem Solving, ETL Processes, Data Science, Data Structures and Algorithms, Databases |

## PROFESSIONAL EXPERIENCE

**Cyma Systems Inc - Manchester, CT, United States**                                 September 2023 - Present
**Data Scientist**

- Collaborating with a multidisciplinary team of Data Scientists and engineers to enhance data analysis accuracy by 20%.
- Utilizing Hue Editor, an open-source SQL assistant, to query Databases and Data Warehouses, streamlining self-service data querying adoption within the organization by 30%.
- Engaged in feature engineering, including feature intersection generation, optimizing data preprocessing efficiency by 20%.
- Applying Clustering algorithms such as K-means using Scikit and SciPy, resulting in improved data segmentation for targeted marketing campaigns.
- Delivering a recommendation project that disrupts the business by acquiring customers from new trading segments, contributing to a 15% revenue increase.
- Analyzing data and exploring existing operational processes to develop actionable solutions, streamlining operations by 20%.
- Conducting categorical variable analysis using Python Label Encoder and OneHotEncoder methods through the Sci-kit learn library, enhancing data analysis accuracy by 15%.
- Working on K-Means clustering to categorize reports with similar interests, improving content recommendation accuracy by 20%.
- Generating key customer insights and developing marketing strategies for targeted campaigns through Customer Profiling and Statistical Segmentation (K-Means Clustering).
- Creating a REST API for the recommendation engine, resulting in personalized report recommendations for customers based on familiarity and interests, improving customer satisfaction by 25%.

**Hunt Oil Company - Dallas, TX, United States**                                        May 2023 - August 2023
**Data Analyst**

- Executed data validation, root cause analysis, and advanced SQL debugging within data warehouse operations. Achieved a significant 20% enhancement in data integrity and processing efficiency.
- Collaborated with cross-functional teams to streamline data workflows, implementing automated SQL scripts that reduced data processing time by 30% and improved data accuracy for financial reporting.
- Leveraged advanced Power BI techniques including Power Query, DAX formulas, data modeling, and predictive analytics, resulting in a remarkable 20% improvement in operational efficiency.
- Optimized Salesforce system performance by proficiently administering features like custom objects, validation rules, workflow rules, process builder, and Visualforce pages, resulting in a remarkable 30% improvement.
- Implemented Power BI PowerPivot for data analysis by developing various aggregations and calculations.

**Atos Syntel - Pune, India**
**Data Analyst**                                                                                          June 2021 - June 2022

- Utilized Python to gather, clean, and integrate structured/semi-structured data from diverse sources for data wrangling, profiling, and ad-hoc analysis.
- Created and maintained vinteractive, drill-down Power BI dashboards for monitoring sales trends. Developed ETL pipelines using Python to support various marketing initiatives.
- Designed and developed SSIS ETL packages for operational and DWH loading from various sources.
- Using SSAS created OLAP cubes for data mining and created reports from OLAP cubes using SSRS.
- Worked closely with stakeholders to define key performance indicators (KPIs), translated requirements into detailed

Business Requirement Documents (BRDs), and enhanced database designs, resulting in a 30% efficiency boost.
- Showcased expertise in query optimization, reducing server load by 20% and improving query response times by 40%.
- Applied advanced DAX and M-Language skills to design dynamic Power BI dashboards, converting complex data into actionable insights, resulting in a significant 20% operational efficiency gain.
- Conducted comprehensive data quality assessments, data profiling and executed data cleansing activities in Snowflake, resulting in a 25% increase in data accuracy and reliability for critical business reports and analysis.

**Salesforce Data Analyst**                                                                 December 2019 - June 2021
- Directed Salesforce Analytics implementation, boosting efficiency by 15%. Pioneered data-driven initiatives for strategic decision-making.
- Conducted data analysis to identify customer feedback trends, resulting in a 15% increase in customer satisfaction.
- Collaborated with sales and marketing teams, leading to a 25% increase in sales revenue and a 30% improvement in marketing campaign effectiveness.
- Created web and android application on Salesforce.com using Apex, Visualforce pages, Aura Components, and Lightning Web Components, achieving 100% customer satisfaction.
- Mastered salesforce automation tools to reduce monotonous tasks by 60% and enhance data analysis efficiency by 80%.
- Built a plethora of Salesforce reports and interactive dashboards that enhanced data analysis efficiency by 80%.
- Played an instrumental role in training 10 sales employees on data analysis tasks, resulting in a 25% performance improvement.

**Revalsys Technologies - Hyderabad, India**                                                 October 2018 - February 2019
**Data Analyst Intern**
- Created tables and manually entered data into a Microsoft Access database, employing SQL queries and data types.
- Utilized Microsoft Excel for data formatting, analysis, and visualization, applying techniques like Conditional Formatting, Removing Duplicates, Pivot and Unpivot tables, Chart creation, and Data Sorting and Filtering.
- Applied probability, distribution, and statistical inference concepts to analyze datasets, discovering insights through comparison P-value tests.
- Conducted Statistical Analysis and Hypothesis Testing in Excel, leveraging the Data Analysis Tool.
- Collaborated across departments to identify data needs and delivered data visualization and reporting solutions within the IT organization, resulting in a 20% improvement in data-driven decision-making.
- Generated customized business reports and shared insights with management, enhancing reporting efficiency by 25%.
- Designed and presented a comprehensive dashboard to enhance dataset understanding among stakeholders.
- Performed module-specific configuration duties for implemented applications, including role-based responsibilities for user access, resulting in a 30% improvement in system efficiency.
- Collaborated closely with internal business units to align applications with business drivers and objectives, enabling a 15% improvement in application deployment effectiveness.

## ACADEMIC PROJECTS

**Applied Machine Learning Project - Predicting Used Cars Prices**                           October 2023 - December 2023
- Tackled the challenge of predicting used car prices using machine learning. Cleaned data by dropping irrelevant columns, handling duplicates, and managing missing values. Employed feature engineering techniques and encoded categorical variables.

**Predicted risk of future coronary heart disease (CHD) with Machine Learning**               February 2023 - April 2023
- Conducted data cleaning, rigorous analysis, and evaluation of multiple classification models, effectively identified the optimal model that demonstrated superior accuracy in predicting diverse risk factors associated with CHD.

**Unstructured Data Analysis Using MongoDB and MQL**                                         November 2022 - December 2022
- Harnessed MQL to analyze data from the JSON file by importing it to MongoDB Compass and procured around 80% of the dataset's insights.

**Business Analysis Using Database Foundations**                                             October 2022 - November 2022
- Extracted data from 6GB dataset and created a SQL database and used it to provide meaningful business strategies and insights and identify outliers. Utilized Tableau to visualize the data.

**Data Narrative & Visualization Project - Analyzing Customer Satisfaction**                 September 2022 - October 2022
- Analyzed an e-commerce grocery website data from six sources in Tableau, creating 20 visualizations and a comprehensive dashboard with explicit story titles, boosted customer satisfaction and company revenue.

## LEADERSHIP EXPERIENCE

**Data Science Club,** UTD, Officer                                                          March 2023 - Present
**Envision Data Visualization Club,** UTD, Member                                            February 2023 - Present
**Salesforce Student Chapter club,** UTD, Vice President                                     March 2023 - Present
**Analyst Team,** Atos Syntel, Lead                                                          June 2021 - June 2022
**Training and Placement Department,** JNTUH, Placement Coordinator                          April 2018 - May 2019

## ADDITIONAL INFORMATION

*Languages:* English, Hindi, Telugu
*Eligibility:* Eligible to work in the United States under CPT and OPT for up to 36 months