Vamsi Krishna Reddy Siddamreddy

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PROFESSIONAL SUMMARY

Data Analyst with 3+ years of experience transforming complex datasets into actionable insights using SQL, Python, and Tableau. Proven ability in building dashboards, conducting A/B testing and segmentation, and delivering strategies that drive business growth. Combines analytical rigor with a curiosity-driven mindset and strong communication skills to influence data-informed decisions.

TECHNICAL EXPERIENCE

Data Analyst (GRA) | *Oklahoma State University*   *Aug '23 – Present*

- Analyzed 200+ datasets using Python and Excel, improving data quality by 30% through descriptive analytics.
- Built 15+ Tableau dashboards to track KPIs like completion (+20%) and engagement (+25%) across 10+ cohorts.
- Delivered 10+ analytics projects and 15+ case analyses focused on trend analysis, KPI tracking, and data storytelling.
- Applied SQL and Python to clean, merge, and analyze multi-source datasets, enabling deeper insights into cohort performance and boosting data accuracy by 25%.

Associate Software Engineer | *Tata Consultancy Services* | *Client: Centrica Hive Home*   *Sept '21 – July '23*

- Collaborated on 50+ ETL workflows using AWS Glue to prepare, clean, and structure data from S3 to Redshift for downstream analysis.
- Ensured 100% success in daily data refreshes by monitoring and troubleshooting ETL failures, supporting timely and accurate reporting.
- Migrated and transformed 1TB+ weekly Salesforce data into S3 using Jenkins, enabling centralized access and improved data availability for analysts.
- Performed complex SQL operations (joins, aggregations, schema design) on Redshift to support business dashboards and analytical models.

Programmer Analyst | *Cognizant Technology Solutions* | *Client: Nestlé*   *Nov '20 – Sept '21*

- Performed segmentation analysis on 2M+ customer interactions to optimize targeted marketing across 5 regions.
- Built 10+ Tableau dashboards to track campaign ROI, funnels, and engagement, boosting decisions by 20%.
- Applied K-means clustering in Python to segment users by purchase patterns, boosting targeting precision by 30%.
- Executed A/B testing that led to a 14% increase in click-through rate (CTR) and enhanced campaign performance.

SKILLS

Languages & Analysis	: Python (Pandas, NumPy, Seaborn, Plotly), SQL, Excel
Data Visualization	: Tableau, Matplotlib, Jupyter Notebook
Statistical Methods	: A/B Testing, Clustering (K-means), Time-Series Analysis
Databases	: MySQL, Redshift, MongoDB, Salesforce
Tools & Platforms	: AWS S3, Git, Jira, Jenkins, Confluence, Agile/Scrum
Certifications	: Tableau Desktop Specialist, AWS Cloud Practitioner

EDUCATION

MS in Management Information Systems | *Oklahoma State University*   *Expected 05/25*

- Key Courses: Programming for Data Science, Data Warehousing, Descriptive & Predictive Analytics

PROJECTS

Traffic Accidents Data Analytics System | *Python, SQL Server, MongoDB*   ***GitHub***

- Designed a multi-layered data architecture including OLTP (3NF), OLAP (star schema), and NoSQL (MongoDB) to analyze 700,000+ UK road accident records.
- Automated ETL with Python, created 10+ stored procedures for scalable setup, and uncovered insights on vehicle types, driver demographics, and environmental risk factors.

YouTube Trending Video Analysis | *Python, YouTube API, Pandas, Seaborn*   ***GitHub***

- Extracted and examined 5,000+ YouTube trending videos using API data, revealing that short videos and peak-time uploads drive higher engagement, with strong correlation ($r = 0.82$) between likes, comments, and views—informing data-backed content strategy.