SREENANDA SAI DASARI

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SENIOR ANALYST

Data Analyst with 3+ years of experience in statistical analysis, data interpretation, and data visualization. Experienced in Python, SQL, and advanced Excel, with a portfolio comprising various data science projects. Good communicator, collaborating with cross-functional teams to drive data driven decision making. Eager to leverage analytical expertise to drive data informed decision making in a professional environment.

EDUCATION

M.S | Liverpool John Moores University   May 2020- April 2022

- Majored in Data Science with specialization in Machine Learning
- Thesis in Machine Learning Classification algorithms and Data Imbalance handling techniques

B.Tech | SASTRA University   June 2016 - April 2020

- Majored in Computer Science & Engineering

WORK EXPERIENCE

Senior Analyst | Transunion   March 2023 - present

- Completed Marketing Mix Modeling training to optimize marketing strategies and generating forecasting reports for the next 2+ years

- Arrange Ad-hoc analysis and collaborate with the consulting services and solutions team when ever required

- Designed and tested 3+ custom python scripts to optimize the MMM model for Walmart

Associate Statistician | Neustar   May 2021 - March 2023

- Led Multi-Touch Attribution modeling efforts for 2+ years to help businesses better allocate the marketing budget
- Executed MTA modeling for over 10 clients within a span of 2.5 years, delivering actionable insights
- Managed and deployed an automatic python script for EDA which reduces the process time by 90%

TECHNICAL SKILLS

- Working knowledge of Marketing Mix Modeling (MMM) and Multi Touch Attribution (MTA) methodologies to analyze the effectiveness of the marketing.

- Theoretical understanding and coding experience of Machine Learning algorithms such as Linear Regression, Logistic Regression, Ridge and Lasso Regression, Decision Trees, Random Forest, Boosting and Bagging techniques.

- Solid skills in statistics techniques such as Exploratory Data Analysis, Variable Selection techniques, Clustering Algorithms and Time Series algorithms.

- Good practical experience of handling big data sets using BigQuery, Hive and have good programming and automating skills in Python working in Jupyter or Google Colab notebooks.

- Skilled in MS products such as Excel (Pivots, Data Analysis, Lookups), Word. Can create data flows using Tableau prep and visualize data by building dashboards in Tableau, Looker.

PROJECTS

- Experience managing a diverse range of Data Science projects showcased in the portfolio link, demonstrating a strong track record of project outcomes and analytical proficiency.

  https://sreenandasai-dasari.github.io/Portfolio/

CERTIFICATIONS

- PG Diploma in Data Science - Upgrad
- Business Analytics - Upgrad
- Data Science Preparatory Course - Upgrad

  https://www.credential.net/994252f4-148b-4f3e-ac09-4a15d766b10f

AWARDS

- Quarterly Performance Award Q3 October 2023, Transunion
- Quarterly Performance Award Q1 April 2023, Transunion