

DASARI SREENANDA SAI

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DATA ANALYST

Data Analyst with 2+ years of experience in statistical analysis, data interpretation, and data visualization. Experienced in Python, SQL, and advanced Excel, with a portfolio comprising 10+ 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.

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, a Transunion Company

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%

SKILLS

- Python (NumPy, Pandas)
- SQL (Hive, BigQuery, MY SQL)
- MS Excel
- Data Visualization (Tableau, Matplotlib, Seaborn)
- Machine Learning
- Attribution Modeling (MTA/MMM)

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 and Engineering

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/>

AWARDS

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