DASARI SREENANDA SAI

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Data Analyst with around 4 years of experience in statistical analysis, data interpretation, and data visualization. Experienced in Python, SQL, and advanced Excel, with a portfolio comprising of 10+ data science projects. Skilled in cross-functional communication, collaborating with teams to drive data-driven decision-making. Eager to leverage analytical expertise to drive data informed decision making in a professional environment

SKILLS

Data Analysis and Modeling, Machine Learning, Time Series Analysis, Deep Learning, Marketing Attribution, Marketing Analytics, Data Cleaning, Data Insights, Data Visualization, Data Management, Exploratory Data Analysis (EDA), Statistical Analysis

PROFESSIONAL EXPERIENCE

Neustar (TransUnion)   **Hyderabad, India**

Senior Analyst   **Mar 2023 – Current**

- Implemented Marketing Mix Modeling methodology to optimize marketing strategies and generating forecasting reports for the next 2+ years
- Facilitated Ad-hoc analysis and partnered with 3 cross functional teams with a 15% reduction in project turnaround time.
- Designed and tested 5+ custom python scripts for Walmart MMM model enhancing performance by 30%.
- Developed and implemented an MTA training program for new hires, reducing onboarding time by 50%

Neustar   **Hyderabad, India**

Associate Statistician   **May 2021 – Feb 2023**

- Led Multi-Touch Attribution methodology for 3+ years to help businesses better allocate the marketing budget
- Executed MTA modeling for over 10 clients within a span of 3 years, delivering actionable insights
- Deployed an automated python script for EDA reducing process time by 90% and manual errors by 80%

Infosys   **Chennai, India**

Systems Engineer   **Sep 2020 – Apr 2021**

- Collaborated closely with senior analysts on analytics projects, aiding in preliminary analysis using Python, resulting in a 25% increase in project efficiency
- Contributed to preparation of data sets for analysis and established data quality standards, reducing errors by 15%
- Administered SQL queries to extract, clean, and manipulate data reducing data processing time by 40%

EDUCATION

Liverpool John Moores University   **May 2020 – Apr 2022**
M. S in Data Science

IIIT Bangalore   **May 2020 – Apr 2021**
P.G Diploma, Data Science

SASTRA University   **Jun 2016 – Apr 2020**
B.Tech, Computer Science & Engineering

WORK EXPERIENCE

- Leveraged Marketing Mix Modeling (MMM) and Multi Touch Attribution (MTA) methodologies to analyze the effectiveness of marketing for 15+ international clients

- Executed 10+ projects involving classification and regression algorithms, including Linear Regression, Logistic Regression, Decision Trees, Random Forest, Boosting and Bagging techniques

- Deployed advanced statistics techniques like Exploratory Data Analysis, Variable Selection, Clustering Algorithms, and Time Series algorithms; improved predictive model accuracy by 20%

- Leveraged practical experience to manage over 1TB of data using BigQuery, Data Studio for data visualization, and DataProc for cluster management

- Skilled in MS Suite products such as Excel (Pivots, Data Analysis, Lookups), Word and can visualize data by building dashboards in PowerBI, Tableau, Looker, Seaborn and Matplotlib

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 AND AWARDS

- PG Diploma in Data Science, Business Analytics - Upgrad | Credentials
- Quarterly Performance Awards, TransUnion | Q1 2023, Q3 2023, Q2 2024