**Srujan Shekar Shetty**

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# ABOUT

A PC enthusiast who spent countless hours gaming until I earned my specs - literally. That journey taught me the transformative power of clarity. Now, I provide that same clarity to business leaders, crafting data "spectacles" through SQL, Python, Tableau, Power BI, and AWS.As a Business Intelligence Analyst, I deliver solutions that insert impact, drive growth, transform strategies, help organizations see what I was once missing, turning data blind spots into 20/20 business vision for strategic decision-making.

# EDUCATION

Illinois Institute of Technology, Chicago, IL MAY 2025

**Master's (MS) in Data Analytics and Management, GPA: 3.5/4.0**

# PROJECT EXPERIENCE

**Optimized LinkedIn Profile Insights with DataMart Development Using ETL Techniques and Power BI**

Designed and deployed a LinkedIn DataMart using Curl API, Excel, SQL, and JSON. Automated data pipelines and developed a Power BI dashboard for network analytics, enabling enhanced profile utilization and actionable insights for career and business strategies.

**Optimizing Healthcare Operations: ETL Pipeline for Patient Flow Analysis**

Developed an ETL pipeline for improving patient flow by integrating Epic Systems EHR data using FHIR API. Transformed healthcare data from legacy systems, APIs, and flat files using Azure Data Factory, and loaded it into Azure SQL Database for analysis. Created Power BI dashboard to provide actionable insights on patient flow efficiency and resource utilization.

**Strategic Supply Chain Analytics & Financial Visualization System**

Developed a feature-rich supply chain analytics dashboard using Microsoft Excel, incorporating advanced pivot tables, calculated fields, and dynamic slicers. Delivered actionable insights, including monthly and year-to-date balances, income and expense trends, driver payroll analysis, freight expenses, and customer segmentation. Designed a professional dashboard layout with gradient-filled backgrounds, interactive visuals, and intuitive filters for streamlined data exploration and decision-making.

**Insights on Bank Losses, USA : Excel to Tableau**

Developed an Interactive Tableau Dashboard for Bank Loss Analysis (2010-2012). Connected Excel data, applied global filters for year, region, and bank-specific insights, and created geospatial maps to depict regional losses. Consolidated trends in a single view, highlighting the year with the highest losses and actionable insights.

**Empowering Artists with Advanced Spotify ETL and Analytics Dashboard**

Designed and implemented an end-to-end ETL pipeline and interactive Power BI dashboard to provide artists with actionable insights into streaming performance. Extracted and enriched data from Spotify API using Python, including album art URLs. Applied advanced DAX measures and integrated custom visuals like DENEB and HTML for KPIs, heatmaps, and trends. Technologies: Power BI, Python, Spotify API, ETL, DENEB, HTML.

**Web Scraping and ETL for Real-Time Stock Data**

Developed an ETL pipeline for real-time stock market data using Python, Apache Kafka, and AWS Glue. Scraped live stock prices and performed transformations to store data in AWS Redshift for analysis. Created Power BI dashboards to monitor trends and support financial decision-making.

**Beijing Air Quality Pollution Forecasting**

Built a regression model on the Beijing PM2.5 dataset to predict air pollution levels. Applied multicollinearity resolution techniques, cross-validation, and regression optimization, improving the accuracy of hazardous air quality predictions using R. Delivered actionable insights for environmentalpolicymaking**.**

**Enhanced Engagement and Revenue Growth through Customer Segmentation for a UK-Based Gift Store**

Performed customer segmentation in Python using K-means and DBSCAN clustering on retail sales data. Identified distinct customer groups and provided 14 data-driven marketing and operational recommendations. Helped improve customer engagement and retention strategies by leveraging unsupervised learning techniques.

# WORK EXPERIENCE

**BUSINESS INTELLIGENCE ANALYST**

**NETConnect Global (NCG), Bengaluru, IN** MAY 2022-JULY 2023  
Spearheaded HR analytics initiatives utilizing Python, SQL (dimensional modeling), Tableau, and Power BI. Designed ETL pipelines and star schema data models integrating ATS (Ceipal), HRIS data. Created interactive Excel dashboards tracking C2H conversions and salary trends. Developed predictive attrition models using Azure OpenAI GPT-4 and Azure Functions, reducing turnover by 30% ($20K savings). Built automated reporting systems with Python Flask, improving hiring efficiency by 40%. Implemented digital marketing talent analytics via master tracker, providing insights on candidate sourcing and inbound recruitment metrics.

**TECHNICAL ANALYST**

**Aspire Tele Solutions, Bengaluru, IN** SEPT 2021 - APRIL 2022

Analyzed project data for clients like Ola, identifying trends to improve security services and technical support. Created data-driven reports and visualizations using Excel and SQL. Collaborated with teams to enhance service efficiency and resolve client issues.

# SKILLS

**Languages & Databases:** Python, R, SQL (DDL, DML, DCL, TCL), HTML, JavaScript, CSS, JavaScript, MySQL, PostgreSQL, NoSQL, JSON.

**Frameworks & Libraries:** NumPy, Pandas, Scikit-learn, PySpark, TensorFlow, PyTorch, Hadoop, Hive, Apache Spark, Apache Kafka.

**ETL & Tools:** Excel, Power BI, Tableau, Quicksights, Azure Data Factory, AWS Glue, API Integration, Figma, GitHub, Jira.

**Cloud Platforms & Other Skills:** AWS (S3, Glue, Athena, EC2, Redshift), Azure (Data Factory, Functions), ITIL, Agile Development, ERD.