**VATHSALA RAGIREDDY**

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**EDUCATION**

• The University of Utah, **Master of Science in Information Systems**; Graduating: August 2018; GPA: 3.9.

• Chaitanya Bharathi Institute of Technology, Hyderabad, India; **Bachelor of Technology in Computer Science & Engineering**; Graduated: 2015; Percentage: 81.68.

**TECHNICAL AREAS OF EXPERTISE**

* *Programming Languages:* Java, C, R, Python and Spring Framework.
* *Applications/IDE:* RStudio, Eclipse, Microsoft Office, HP ALM, SQL Server 2012, DB Visualizer, Source Tree,

Git repository, Splunk, SQL-Developer, MATLAB and JIRA.

* *Web Programming:* HTML, PHP, XML, JSON, CSS, JavaScript.
* *Tools*: Excel Spreadsheets, SharePoint, Tableau, MicroStrategy, Rapid Miner, QlikView, IBM SPSS, SSAS.
* *Data Science Packages*: Scikit-Learn, Nltk, NumPy, SciPy, Matplotlib, Pandas, D3.js

**ACADEMIC EXPERIENCE**

**THE UNIVERSITY OF UTAH, SALT LAKE CITY, USA**

***Research Assistant August 2017-Present***

* Devised a system that provides recommendations to students based on career interests. Cleaned, transformed, normalized student data using NumPy, Pandas and applied Machine Learning using Scikit learn.
* Collaborated with Yelp to determine top influencers of businesses.
  + Used Yelp API to access data and store in Hadoop cluster, performed MapReduce tasks with Apache Pig.
  + Achieve targeted marketing and thereby increasing the sales by 15% compared to traditional marketing.

**EXPERIENCE**

**J.P. MORGAN CHASE & CO., Hyderabad, India**

***Technology Analyst, Consumer & Community Banking July 2015-July 2016***

* Co-developed, maintained, and upgraded Customer Assist, a banker’s application built on Spring Web Flow for serving customers in a branch office which increased efficiency by 50% and generated increased revenue.
* Designed a common framework for different applications called Application Shared Infrastructure   
  (ASI) to enhance the productivity of developers by reusing the components.

***Data Analyst, Consumer & Community Banking August 2016-July 2017***

* Regulated retail customers banking behaviour as part of KYC project by analysing their daily transactions using Python. We were able to detect anomalies and improved blocking of fraudulent transactions by 10%.
* Was involved in the initiation and design of Galaxy Debit card in collaboration with Starbucks by performing analysis using R language on previous customer data and predicting models for cards that had a higher enrolment rate.
* Built a model to perform a cost-benefit analysis of Click 2 Sign project, which involved capturing electronic signatures of customers while account opening, that led to faster processing time and reduced paper wastage by 50%. Further, visualised these results using Tableau.
* Analysed huge data sets, cleaned and transformed the data acquired from multiple sources to load into Integrated Customer Data Warehouse (I.C.D.W) using Informatica ETL tool and Control-M scheduling tool.
* Created a dashboard using Tableau with multiple panels and parameters that provides 360-degree view of a customer from the I.C.D.W data, saving 10 hours of management’s effort per week.
* Interacted with Strategic Development Team, Business analyst and Nurse Managers to analyze business needs and developed technical specifications.
* Published Workbooks by creating user filters so that only appropriate teams can view it.
* Developed case studies to understand new product launch, promotion effectiveness, trend detections, Seasonal forecasting
* Interacted with the existing database developers and DBA to understand the existing schema
* Data warehouse queried using hive sql, OLAP

**ACADEMIC PROJECTS**

***Category Based Visualization of Email Dataset***: Implemented Topic modelling to categorize the email dataset for top 10 categories using Python. Designed visualization platform to view interesting patterns in the data using rapid miner.

***Location and Feedback based NGO Selection***:

***Sentimental Analysis on Demonetization***

* Goal was to determine public opinion regarding demonetization using twitter data.
* Extracted tweets, loaded them in HDFS, applied Natural Language Processing techniques and Pig Latin Script.

**COURSEWORK**

Data Mining, Business Intelligence and Analytics, Data Visualization, Statistics and Predictive Analysis.