

# Tejaswini Parlapalli

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## Work Experience

### Indiana University Marketing Analytics

Indianapolis, Indiana

Aug 2022 - May 2022

#### Data Scientist

- Designed and implemented highly effective ETL models that significantly enhanced API connector performance and automated Alteryx workflows for faster and efficient data processing, loading into Big Query, resulting in a significant saving of 20 man-hours.
- Optimized data analysis and pipeline development for marketing funnels by refining and extracting data from multiple sources including databases, APIs, and flat files, resulting in a 15% reduction in data source maintenance costs.
- Designed and implemented Google Analytics 4 processes to track user behavior, improve marketing effectiveness, and measure ROI. Visualized outcomes using Looker Studio and Tableau to enable data-driven decision-making, resulting in an overall 2% increase in website conversions.

### EMC Insurance Group

Des Moines, Iowa

Jun 2022 - Aug 2022

#### Data Science Intern

- Extracted data from AWS S3, snowflake data warehouse, and leveraged Python scripts to clean, manipulate data, and build advanced regression models to gain insights resulting in a 60.1% accurate damage prediction rate.
- Conducted extensive research and analysis of massive datasets, to identify key trends and patterns to develop machine learning models increasing the accuracy of insurance funneling by 10%.
- Developed interactive dashboards and visualizations using Power BI, resulting in increased stakeholder understanding of data insights gathered.

### Indiana University

Indianapolis, Indiana

Aug 2021 - May 2022

#### Research Assistant - Data

Spearheaded research Implementation of a deep learning classification model to accurately detect the age and gender of real-world images with 78.3% precision. Successfully Instructed over 70 students in an Information Infrastructure course covering software architectures of professional information systems and advanced concepts/ procedures of system and application development.

### Deloitte

Bengaluru, India

Dec 2019 - July 2021

#### Business Analyst

- Played an integral role in the design/development of Oracle cloud infrastructure framework/RDBMS, and data analysis procedures resulting in successful old architecture migration to oracle cloud, using MySQL, Python, Ansible, and Bash automation. Reduced migration time by 3% by optimizing data transfer while playing a key role in establishing customer interactions to ensure a seamless transition.
- Effectively handled multiple client requests simultaneously while managing priorities to ensure sound decision-making in a high-pressured environment and managed employee training for 3 new hires over a period of 4 months offering continuous guidance and mentorship while providing constructive feedback.
- Worked with multiple business process variants and created the process flow for automating the Adhoc request involving relational databases, Oracle Cloud, and Python scripting. was awarded the point 1 Spot award for best performance among peers during my 1st tenure.

### Amazon

Hyderabad, India

Aug 2019 - Dec 2019

#### Actuarial Analyst

Developed and maintained Time series analysis for financial forecasting vendor business performance, and analyze potential scenarios using Clustering, resampling, and classification models, resulting in process improvements and increased product purchases by 12%.

## Education

Indiana University Purdue University Indianapolis, Master of Science, Applied Data Science (GPA 3.79/4.0)

Aug 2021 - Dec 2022

**Relevant Coursework:** Database Management, Programming -Data Science, Cloud computing, Web Database development, Data Analytics with R, Machine Learning, Deep Learning & AI, Statistical Learning and Data visualization.

Jawaharlal Nehru Technological University, Bachelor of Technology, Electrical and Electronics Engineering (GPA 4.0/4.0) Aug 2015 - Apr 2019

## Projects

**Analysis of Airline Passenger satisfaction** -Developed and executed statistical analysis techniques, including normality tests, density/box/mosaic plots, heat maps, and regression principles, utilizing forward and backward stepwise selection, cross-validation principles, along with linear and quadratic discrimination and SVM algorithms, resulting in an accurate satisfaction prediction model with a 79.3% accuracy rate.

**Zonal Accident Risk Prediction system** -Successfully developed and deployed multiple machine learning models including linear regression, random forest classifier, Cat boost regression, and LGBM regression using Spark MLlib and Google collab. Achieved a remarkable accuracy rate of 74.02% on a dataset of 75864 road accidents in 8035 postal codes.

**Age Gender detection system from pixel data using CNN and RNN deep learning techniques** -Built deep learning models to detect Age, and gender of real-world pixel images. Facial features are extracted by merging and comparing multiple models, and then a deep neural network is constructed to train and construct the combined features with 78.3% accuracy.

**IU Commuter Pass & John snows cholera map visualization using D3.js** - End to End web application, login authentication system built with PHPstorm, HTML, CSS, js, and database to enable carpooling communication & an Interactive web visualization of snows cholera pandemic using D3. Js, HTML, and CSS.

## Skills

Python, SQL, R, PHP, D3.js, AWS(S3, Redshift, Lambda), Machine Learning models, C, CSS3, MongoDB, MySQL, Oracle SQL Developer, Power BI, Tableau, Looker Studio, Datorama. Data Visualization and Wrangling, Statistics, hypothesis testing, Model Selection, Data, GCP, Google Big Query, Snowflake, Linux, shell (Bash/Zsh), API integration, ETL, Git, Docker, Kubernetes, Agile, Alteryx, Kafka, Spark, ER/Studio, Talend.io