

Tejaswini Parlapalli

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Work Experience

Indiana University Marketing Analytics

Indianapolis, Indiana

Aug 2022 - May 2023

Data Scientist

- Devised and executed advanced ETL models that markedly elevated API connector performance and enhanced Alteryx workflow automation. This innovation expedited data processing, ensuring swift integration into Big Query, and generating a substantial saving of 20 man-hours.
- Optimized data analysis and pipeline development strategies within marketing funnels by refining data extraction 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 precise ROI. Translated these insights into visualizations using Looker Studio and Tableau enabling data-driven decision-making, resulting in an overall 2% increase in website conversions.

Research Assistant

Aug 2021 - May 2022

- Spearheaded research Implementation of Machine learning and deep learning classification and neural network models to accurately detect 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 of system and application development.

EMC Insurance Group

Des Moines, Iowa

Jun 2022 - Aug 2022

Data Science Intern

- Achieved a 60.1% damage prediction rate by implementing advanced regression models (Random Forest, Gradient Boosting, XGBoost), feature engineering, optimizing hyperparameters (Grid Search, Random Search) and implementing cross-validation, model stacking, regularization on data sourced from AWS and Snowflake data warehouse.
- Conducted extensive research and in-depth analysis of massive datasets, to identify key trends and patterns to develop machine learning models. This facilitated the successful integration of the BERT model, resulting in a remarkable 10% enhancement in the accuracy of insurance analysis.
- Developed interactive dashboards and visualizations using Power BI, resulting in increased stakeholder understanding of insights obtained from projects.

Deloitte Touché Tohmatsu

Bengaluru, India

Dec 2019 - July 2021

Business Intelligence 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, Inc.

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 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