

VARSHA PRABHAKAR

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PROFILE

- Data Analyst with over five years of experience with a demonstrated expertise in extracting and transforming data to build automated solutions for operations. Proficient in statistical data analysis, machine learning, natural language processing, and business intelligence.
- **Tools and Programming Languages:** Python, R, SQL, Tableau, AWS, SAS, PowerBI, HTML/CSS, JavaScript, Git, Docker
- **Core Competencies:** Statistical Analysis, Data Visualization, Clustering, Predictive Modeling, Data Mining, Machine Learning, Corporate Finance, Big Data, Natural Language Processing, Hypothesis Testing, A/B Testing, Text Mining, Time Series Forecasting, Object Oriented Programming

EDUCATION

Purdue University, Krannert School of Management

West Lafayette, IN

Master of Science, Business Analytics & Information Management

May 2019

- **Relevant courses:** Machine Learning, Computing for Analytics: Python, Data Mining: SAS Enterprise Miner, Using R for Analytics, Management of Organizational Data, Financial Management, Operations Management, Accounting for Managers
- **Academic Projects:**

AGRO: An AGri-business Recommendation Optimization Engine for Sales Growth Decision-Support (R)

Built an intelligent agribusiness recommendation optimization engine – AGRO, developed to support an agri-science company's marketing team to identify potential customers, understand market needs, and provide customized and accurate marketing recommendations regarding individual farmers.

Demand forecasting for a large grocery store chain in Ecuador (R)

Developed a Decision Support System in R-shiny app to predict unit sales for different items sold at grocery stores in Ecuador.

Social Listening for Movie Makers (Python)

Performed sentiment analysis using Microsoft Azure API on YouTube trailer comments for the top 100 movies of 2017 scraped from IMDB, which is then used to predict the sales of a particular movie.

Vellore Institute of Technology

Vellore, India

Bachelor of Technology, Electronics & Communication Engineering

May 2014

- **Projects:** Eye Gaze Tracking System, Navigation and Surveillance in a Quad Rotor simulating an Unmanned Aerial Vehicle (UAV), Optical Character Recognition

PROFESSIONAL EXPERIENCE

Salud Revenue Partners (Healthcare Revenue Cycle Management)

Lafayette, Indiana

Database/Applications Analyst

June 2019 - Present

- Designed complex web crawling solutions using Python with focus on KPIs that enable the Accounts Receivable team to work on meaningful accounts (over \$500 million in charges).
- Building a scalable and robust controller framework using Docker container technology that automates web crawling, scraping, and data aggregation.
- Analyzed large datasets using SQL queries to help different business units with data insights.
- Collaborated to build infrastructure and processes for efficient data analytics support.
- Developed data visualizations and dashboards using Tableau to obtain valuable insights for self-pay clients.

Yokogawa Electric (Process Automation)

Bangalore, India|Netherlands, Europe|Abu Dhabi, UAE

Executive Engineer

July 2014 – May 2018

- Designed data visualizations that helped to process alarms and event data in a structured way which greatly simplified the analyses of operations
- Formulated a procedure for the replication of human-machine interfaces and spearheaded a team of five for the same

LEADERSHIP ACTIVITIES, AFFILIATIONS, HONORS

- Vice President – Public Relations of Yokogawa India Toastmasters Club **January 2016 – January 2017**
- Certifications: Tableau Desktop Specialist, SAS Programming – Essentials, Intro to Machine Learning, NLP with Python for Machine Learning, Hadoop 101, Google Analytics
- Basic in French