

Vineet Reddy Saddi

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EDUCATION

University of Massachusetts Amherst, USA

Master of Science in Business Analytics

Aug 2024 – Dec 2025

Malla Reddy Institute of Technology and Science, India

B.Tech in Computer Science and Engineering

Dec 2020 – May 2024

PROJECTS

Airbnb Demand and Availability Forecasting – Amsterdam

- Forecasted short-term rental demand using **5M+ calendar records** and **15,000+ listings** in Amsterdam, uncovering **seasonal, property-specific, and location-driven trends** to optimize occupancy strategies.
- Engineered **10+ features** including time variables (day-of-week, holidays) and host metrics (listing age, cancellation rate), enhancing model accuracy and enabling **A/B testing** for pricing strategies.
- Built and validated **Random Forest** and **Logistic Regression** models, achieving **91% accuracy, 94% F1-score**, and **0.92 ROC-AUC** for accurate booking prediction and demand classification.
- Delivered insights through **dashboards and automated reports** using **Matplotlib, Seaborn, and Pandas**, improving stakeholder engagement and supporting data-driven decisions.

Smartphone Sales Analytics

- Designed a normalized PostgreSQL schema linking **25.5K customer, 1K product, and 25.5K sales records** across offline/online channels, enabling unified analytics.
- Executed advanced data cleaning and preprocessing — currency and type conversion, null handling, price tiering, and custom age/income segmentation to support detailed demographic-level business insights.
- Developed complex SQL pipelines with CTEs, window functions, CASE logic, multi-level joins, and data unpivoting to efficiently rank products, segment customers, and integrate multi-table analytical workflows.
- Produced KPI tables summarizing **935.4B revenue, 31.8K units sold**, and breakdowns by price band, demographic group, channel, and promotion type.

Video Game Sales Analysis

- Developed a data pipeline using **Pandas** and **NumPy** to process and normalize **16,598 records**, addressing missing values and standardizing platform names to ensure consistency and reliability for downstream analysis.
- Executed exploratory data analysis (**EDA**), generating **10+ visualizations** with **Matplotlib** and **Seaborn** to uncover patterns in sales distribution, platform success rates, and regional performance variations.
- Implemented optimized data filtering, grouping, and aggregation techniques, improving processing efficiency by **35%** and reducing execution time by **40%**, enabling faster iteration and real-time data exploration during analysis.

Social Media Engagement Analysis Dashboard – Power BI

- Developed a multi-page **Power BI dashboard** analyzing **2M+ likes, 273K+ comments, and 354K+ shares** across Instagram, Twitter, LinkedIn, and Facebook.
- Built interactive visuals and KPI cards to highlight top platforms, **peak engagement hours (1 PM)**, best post types, and day-wise trends using **custom DAX measures**.
- Implemented **drill-through filters, slicers, and cross-page filtering** for exploration by **month, platform, post type, and sentiment**, enhancing user-driven insights.

CERTIFICATIONS

Microsoft Certified: Power BI Data Analyst Associate

Validated proficiency in data preparation, modeling, and actionable insight generation using Power BI.

Machine Learning Specialization – Stanford University

Gained hands-on experience in machine learning, including neural networks, decision trees, and evaluation.

Google Advanced Data Analytics – Coursera

Developed skills in data analysis, statistical modeling, and predictive analytics using Python, SQL, Tableau.

SKILLS

Programming Languages: Python, SQL, R, JavaScript, HTML/CSS

Data Visualization Tools: Power BI, Tableau, Excel (Advanced: Pivot Tables, Macros), Google Data Studio

Databases & Data Warehousing: Snowflake, MySQL, Google BigQuery

Libraries & Frameworks: Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn, XGBoost, TensorFlow

Other Tools: Databricks, Alteryx, Git/GitHub, Jupyter Notebook, VS Code, Microsoft Office Suite, OpenAI