Vineetha T. Uddaraju

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Summary — Data Analyst with 5+ years of experience translating complex datasets into actionable insights that drive business impact. Skilled in Python, SQL, Tableau, and Power BI with expertise in predictive modeling, A/B testing, and statistical analysis. Proven success in building dashboards, conducting root cause analyses, and collaborating cross-functionally with engineers and product teams. Experienced across cloud platforms (AWS,GCP) and analytics.

Skills

- **Languages & Tools:** Python (pandas, NumPy, scikit-learn), SQL, R (intermediate), Git, Jupyter
- **Analytics & Modeling:** A/B Testing, Regression, Classification, Forecasting, Statistical Testing
- **Visualization:** Tableau, Power BI, Excel
- **Cloud Platforms:** Azure Databricks, AWS (Lambda, Redshift, S3), Redis
- **Workflow & Collaboration:** Jira, Confluence, Agile, Sitecore CMS
- **Databases:** MySQL, Informix, Hibernate

Experience

The University of Texas at Arlington Research Institute — **Arlington, TX**

Data Analyst, Cross Timbers Apex Accelerator — *Aug'23 – Present*

- Developed predictive models using machine learning techniques in Python (e.g., logistic regression, random forest) to forecast tenure, and service duration, improving HR planning accuracy by 25%.
- Integrated AI-powered classification models into analytics workflows to automate segmentation and identify at-risk beneficiaries.
- Optimized complex SQL queries in Azure Databricks, reducing data processing time by 40% and enabling faster model iterations and reporting cycles.
- Designed and executed A/B tests to assess outreach strategies, using AI-driven clustering to personalize communications and achieve a 12% increase in program engagement.
- Built interactive Power BI dashboards to visualize engagement, workforce metrics, and predictive insights, supporting executive-level decision-making.

Tata Consultancy Services — **Hyderabad, India**

Systems Engineer — *Apr'22 – Dec'22*

- Enhanced customer recommendation logic by implementing feature-rich data visualizations in Power BI, improving conversion tracking accuracy by 15%.
- Developed automated data preprocessing pipelines using Python and SQL, reducing manual EDA workload by 40% and improving anomaly detection in fare and passenger trends.
- Built reusable dashboards for tracking flight occupancy, customer satisfaction metrics, and upsell conversions, driving a 10% increase in ancillary revenue.
- Partnered with cross-functional teams to validate business rules and KPIs, aligning reporting structure with executive-level campaign reviews.
- Streamlined ETL workflows and optimized scheduled data jobs via AWS Lambda and S3, reducing data lag in dashboards and ensuring timely reporting.

Cognizant Technology Solutions — **Chennai, India**

Associate – Walmart — *Nov'19 – Mar'22*

- Led root cause analyses of supply chain dips using SQL and GCP BigQuery, identifying seasonal trends that reduced stockouts by 5%.
- Designed Tableau dashboards for 4 business units (inventory, returns, sales, logistics), enabling real-time decision-making and operational coordination.
- Created ad-hoc SQL reports using CTEs and window functions, reducing turnaround time by 50% for internal analytics requests.
- Collaborated with PMs, data engineers, and category managers to standardize KPI tracking, supporting end-to-end merchandising strategy.
- Implemented condition-based anomaly detection scripts for returns and fraud analysis, saving $50K quarterly in lost inventory and chargebacks.

Projects

Vehicle to Motorcycle Collision Prediction | LINK

- Built an end-to-end AI/ML pipeline for predicting collisions involving vulnerable road users using V2X communication data from simulations with Veins (OMNeT++/SUMO).
- Designed modular experiment flows with LSTM and Transformer models, integrating Weights & Biases (W&B) for experiment tracking, checkpointing, and reproducible evaluation.

Wayne State Mental Health Chatbot | LINK

- Built a mental health chatbot using LLaMA and transfer learning with TensorFlow and Keras for natural language understanding and response generation.
- Fine-tuned the model on Hugging Face mental health datasets, achieving ROUGE-1: 43% and BLEU: 54%.

House Data analysis | LINK

- Comprehensive data analysis to discover hidden patterns, trends deploying data mining techniques to uncover critical factors.
- Applied Machine Learning algorithms such as Linear Regression, Lasso Regression, Ridge Regression, K Nearest Neighbors Regressor, leading to an 86.4% accurate Linear Regression-based house price prediction.

Talks at Google's YouTube Channel | LINK

- Applied advanced NLP techniques including BERTopic and Latent Dirichlet Allocation (LDA) to uncover thematic trends and content evolution across time.
- Performed sentiment analysis to assess shifts in audience engagement and narrative tone, delivering insights for content strategy optimization.

Education

The University of Texas at Arlington — ***Arlington, TX***
Master of Science in Business Analytics | CGPA - 3.8 — *May 2024*

MVGR College — **Vizianagaram, INDIA**
Bachelor of Technology in Electronics and Communication — *May 2019*

Recognitions & Interests

Recognitions

- **TCS Employee of the Month** – Recognized for outstanding performance and cross-functional collaboration
- **Guinness World Record Holder** – Participated in the largest Kuchipudi dance performance, showcasing discipline and cultural engagement

Interests

- Data-Driven Strategy Development
- Advanced Data Visualization & Storytelling
- Exploring Real-World Applications of Machine Learning