Naini Narama

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EDUCATION

University of Illinois at Chicago, Liautaud Graduate School of Business, Chicago — **Sept 2021 - dec 2022**
Master of Science (M.S) Business Analytics

New Horizon College of Engineering, , India — **Aug 2016 - July 2022**
Bachelor of Technology (B. Tech) Electronics and Communications — GPA: 3.7/4.0

TECHNICAL SKILLS

BI Visualization/Technologies: Python, SAP, SQL, Tableau CRM, HTML/CSS ,MS Visual Studio, MS Office, Tableau, Google Analytics, Requirement Analysis, Data Analysis, Business Modeling, Data Modeling, Data Migration, Data Programming, Data mapping, Data connection, MS Dynamic, Agile Project Management

Languages: R, SQL, C, C++, Python, Hadoop, Modeling(SVM, KNN, XGboost, Naive Bayes, PCS, Hierarchical Clustering, Random Forests)

Licenses/Certifications: Virtual Software Engineer(Accenture),Accenture Discovery Program, Microsoft Azure Certified Associate

PROFESSIONAL EXPERIENCE

SHIELD, CSS Specialist; Chicago, IL, (Remote) — **Sept 2021 - Present**

- Designed COVID testing workflows and process applications by completing in-depth analysis for SHIELD projects **boosting revenue by 11.8%**. Analyzed data from 25000 monthly active users and utilized outputs for marketing and product strategies.
- Manage CSS team and facilitate the team to analyze data using Tableau and SQL for gaining valuable insights to increase client satisfaction.
- Conceptualize strategies and innovate the process for faster productivity in providing customer support.

Omnytrix Solutions, Associate Business Analyst Intern, Banglore, India — **Aug 2020- Dec 2020**

- Formulated the compilation, delivery and maintenance of all phases (the inception/elaboration/ construction/ transition / use case/property matrix/business rules documentation/user acceptance testing).
- Worked with project teams to develop written business requirements from verbal conversations. Managed and created tasks derived from business requirements.

Little Ninja's 18, Data Analyst Intern, Co-Founder of E-learning Venture — **Jan 2017 - Feb 2018**

- An online based learning module where we teach kids of age 8+ Coding classes such as Python, Web Development, Game Development, and logic thinking skills like Rubik's Math's and Vedic Math's.
- Collaborated with 5 companies all over India and focused on enriching the quality of courses and inculcate kids with great structural skills.

TECHNICAL PROJECTS

Lending Club- Predictions, Investment decisions model – R | Excel |Machine Learning ,UIC *September 2021*

- We trained and tested the model on the training data set and run probability predictions on the validation data set. The performance of the model has been evaluated using the AUC measure (Area Under the ROC Curve) for binary classification models on the validation data set.
- We have used various models such as **xgb, svm, random forest(ranger)** and also verified them through graphical and calculative means to determine the accuracy of the Lending club model.

Credit Card Fraud Detection and Risk Analysis, UIC *(Python + R) May 2021*

- Using a European dataset of 284,807 transactions containing 492 (0.17%) fraudulent cases, performed ML algorithms to discern and plot performance curves for the models. On a test set consisting of 20% of the original data, the predictions from **the random forest model had an F1 score of 0.869 and a Matthews correlation coefficient (MCC) of 0.869** in the final assembled model. Optimized hyperparameters via a grid search with 5-fold cross-validation. Proposed use of new customer acquisition and retention metrics and visualized the trend in Tableau, which led to a precise understanding of the customer life cycle.

Time-series forecasting of Covid-19 cases and mortality rate, UIC *October 2021*

- This project involves time-series analysis of the covid-19 related data. Time-series analysis is a great skill set to have in your toolbox of machine learning. The main objective of this project was to understand how the cases of covid-19 are progressing within each region individually and then on a global scale as a whole.
- As the forecasting horizon increases from one to three and to seven, the error rate of the model increases, which makes sense since forecasting for a longer horizon is harder than forecasting for a shorter horizon. The training process was implemented for both the time series of new cases and new deaths.

Analysis of Southwest Airlines in Aviation Industry using Data Visualization – Tableau| SQL| Python| MS-excel , UIC

- Aggregated the months data into one dataset and compared the delay and arrival attributes with all the different airlines, also gave an annotation after the observed data visualization about if we ever worked at an airline how would we want to decrease delays.