ARUN KUMAR NATIREDDI

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EDUCATION

Master of Science Data Science and Analytics, Georgia State University

Bachelor of Technology Mechanical Engineering, GITAM University Visakhapatnam

Aug 2021- December 2022 July 2012 - May 2016

PROFESSIONAL EXPERIENCE

Graduate Research Assistant, AVG Group, Atlanta, GA

Jan 2022 – Present

- Analyzed data to reduce hold time & inventory costs of aircraft components in warehouse by a minimum of 25%
- Extracted, processed, and performed EDA by developing visualizations to find out problematic areas in the inventory.
- Identified features in the given supply chain data to build ANN, Linear Regression, SVM, Random Forest to predict aging of inventory with an accuracy of 94%.

Graduate Research Assistant, Georgia State University, Atlanta, GA

Aug 2021 - Dec 2022

- Collected business articles and formulated training datasets through labelling
- Analyzed, generated visualizations, and performed data cleaning operations using text analytics methods tokenization, stopwords, stemming, TD-IDF vectorization on data frames.
- Worked on building Logistic Regression, Decision Tree, Random Forest, Support Vector Machine and CNN models to predict
 & categorize articles related to supply chain ethics and attained an accuracy of 86%

Senior Data Analyst, Accenture, Bangalore, India

Feb 2020 – Jul 2021

- Analyzed and predicted rebate outflow for multiple products of a pharmaceutical company. Aided in fostering an **increase of 5%** in profit for a product by predicting sales and setting up a rebate percentage.
- Enhanced performance of a Tableau dashboard 4x by indexing at query instead of applying index and context filters in tool.
- Proposed and implemented automation of critical Monthly DB extracts using SAP BO, SQL and Linux scripting and helped team in saving 2 days per month.
- Developed Universes and Data sources using complex SQL queries, Procedures and views in Tableau, IDT and UDT

Data Analyst, Tata Consultancy Services Ltd, Bangalore, India

Jul 2016 - Feb 2020

- Designed reports and Dashboards with KPI's (YTD, LYTD, APD, growth rate, etc.) on SAP BO and Tableau for sales, field service and marketing departments for a Telecommunications company.
- Designed an operational storyboard in Tableau for real-time tracking & reporting of customer churn to provide actionable insights through key metrics to reduce customer exit, helped in **increasing the revenue by 8%**
- Executed SAP BO 4.2 and Tableau migration from on-premise to AWS cloud infrastructure for all environments [DEV, UAT and PROD] and eventually **reduced 15%** of maintenance cost.
- Proposed and programmed Data Security profiles in the BO and Tableau to implement data security and privacy.

ACADEMIC PROJECTS

Analyzing and Forecasting Market Expectations (GitHub):

- Scraped around 100k financial estimates of various companies from Estimize employing Selenium (Python)
- Defined E-R diagram between attributes and tables and built a robust DB to store the data and support complex SQL queries
- Trained Regression Tree models to predict the estimates and achieved an accuracy of 91 % and R-squared value of 0.86

Hotel Booking Cancellation Prediction (GitHub):

- Identifying the patterns from previous bookings and predicting the booking cancellation probability using Machine Learning models after performing exploratory data analysis and pre-processing.
- Achieved an F1-score of 94% accuracy in prediction after training and testing data with SVM, XGBoost, Logistic regression models

Sentiment Analysis on Movie Reviews:

- Developed an interactive dashboard using **Tableau** which displays the count of movies based on genres, language and source which can be filtered on multiple dimensions based on country, release date, etc with more than 30000 movies.
- Analyzed, generated visualizations, and performed data cleaning operations using text analytics methods.
- Classified movies (Good or Bad) using SVM, RF, DT, Voting, CNN and achieved F1-score of 91%

TECHNICAL SKILLS

- **Programming**: Python, R, SQL, HTML, Selenium
- Analytical Tools: Tableau Desktop, SAP Business Objects, Alteryx
- Databases: MySQL, Oracle, IBM Netezza, MongoDB
- Statistics/ML: Supervised & Unsupervised learning, NLP, Regression and Tree Models, Time Series Analysis
- Operating Systems: Linux, Windows

ACHEIVEMENTS

- Received best employee of month for two consecutive months.
- Aided clients in analyzing rebate outflow, fostering a 5% increase in profit for a product.
- Got an early promotion from junior to senior role immediately after completing 3 years in TCS.