Akshaya Srinivasan

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SUMMARY

- Graduate student pursuing Master's in Data Analytics, actively looking for Summer 2022 internships
- 3+ years of experience as Data Analyst with proficiency in stakeholder management and handling multi-functional projects with excellent time-management skills and a proven ability to prioritize and deliver in dynamic, fast paced environments
- Self-motivated, curious, passionate, and empathetic problem solver with good decision-making skills. Always on the road to learn new things and leverage analytics to solve real world problems

SKILLS & INTERESTS

- **Competencies:** Business Analytics, Data Analysis, Business Intelligence, Agile Project Management, Machine Learning
- **Data Visualization:** Tableau, Tableau Prep, Cognos, Power BI, ThoughtSpot, MS Excel, MS Office Suite
- **Programming:** SQL (AWS Redshift, BigQuery, Netezza, Teredata, MySQL), NoSQL(MongoDB, Neo4J, ElasticSearch), R, Python, PySpark, C, C++, Java
- **Machine Learning Algorithms:** Linear Regression, Logistic Regression, SVM, XG Boost, Naive Bayes, Decision Trees, Random Forest, K-means and KNN Clustering
- **Python Libraries:** Python NumPy, Pandas, Scikit-Learn, Apache Spark MLlib, MatplotLib, Seaborn
- **Statistics:** Probability Distribution, Linear Algebra, Linear Programming, Statistical Inference, Hypothesis Testing
- **Other Tools:** Google Cloud Platform, JIRA, Trello, Databricks, BMC Control-M, Reference Data Management (RDM), Confluence, Putty, WinSCP, Jenkins Pipeline, GitHub

EDUCATION

San Jose State University   **San Jose, California**
Master's in Data Analytics (GPA: 4.0)   *August 2021 - May 2023*
- VP of Marketing and Recruitment of Student Alumni Connection at SJSU from January 2022
- Instructional Student Assistant for Mathematical Methods in Data Analytics from January 2022
- Coursework: Big Data Technology and Applications, Database Systems for Analytics, Mathematical Methods for Data Analytics, Machine Learning Technologies, Data Visualization and Data Analytics Processes

ACADEMIC PROJECTS

- Airbnb Price Prediction with Sentiment Analysis - Built a price prediction model which will aid hosts to price their listings and customers to evaluate the offered price. Performed data wrangling, exploratory data analysis (univariate, bivariate and multivariate analysis), feature selection using EDA, correlation, parametric and non-parametric hypothesis tests such as t-test and Wilcoxon signed test and predictive modeling using machine learning algorithms such as Linear Regression, Ridge Regression, Decision Tree Regression, Random Forest Regression and Gradient Boost Regression in PySpark
- NBA On-field Basketball Analysis – Created a relational data model by normalizing the data, performed data wrangling and exploratory data analysis using MySQL, AWS, and Tableau to analyze game attributes, team valuations, annual player, team salary, etc. Created a NoSQL database model using MongoDB for the same data, and performed a comparative study between relational and NoSQL databases

WORK EXPERIENCE

Mu Sigma Business Solutions Pvt. Ltd.   **Bangalore, India**
Data Scientist   *June 2018 – July 2021*
- Strategic Marketing Analysis - Lead and enabled a team of analysts in developing audience selection strategies using statistical models, Python and GCP to deliver custom messaging in social media campaigns and improve return on investment, which boosted sales of the customer, a Fortune 20 retail giant by 12%.
- ATO CRS and FATCA Regulatory Reporting – Worked as primary Design Architect and BI Technical Lead to create automated BI reports using Cognos and BMC Control-M for the yearly CRS and FATCA tax lodgment of a leading Australian Banking & Insurance company, reducing their processing time by 60%

- BAU Data and Report Maintenance – Primary POC to work on enhancements and bug fixes on Tableau, Cognos, MS Access reports and the related data hosted on AWS Redshift and Netezza in the Banking & Wealth stream
- Collateral Monitoring - Developed solution architecture and created personalized and interactive dashboards using AWS Redshift and Tableau for each layer of Banking managers (BBM, RGM, Head, EGM) to analyze the exposure at risk for loans under different Banking Managers, helping them to identify loans and collaterals that need action
- Corporate Social Responsibility Data Reporting - Primarily involved in the solution design and data development using SQL, creating a reporting suite using Tableau and end-to-end automation using Jenkins pipeline and BMC Control-M that enabled the Corporate Social Responsibility team of a leading Australian Insurance company track and openly disclose their climate-related performance
- Sales force Effectiveness & Optimization - Interpreted and analyzed the market performance of brands, sales force team, and the drug sales uplift of a leading US pharmaceutical company, built deterministic models, solved business use cases using statistical techniques and communicated the findings to stakeholders with effective visualizations using Tableau

RECOGNITIONS & CERTIFICATIONS

- Owing to my individual contribution in delivery and expertise in stakeholder management, client offered a new project to the organization with a yearly contract of 90,000 AUD
- Honored with SPOT Awards for excellence at work by Mu Sigma Business Solutions Pvt. Ltd. in Sep 2020 and Jan 2020
- Awarded Dean's Merit Scholarship for being ranked in the top 10% of SASTRA University in 2014, 2015 and 2018
- Certified by Tableau as Consumer, Designer, Analyst, Data Scientist and Site Administrator
- Completed multiple LinkedIn learning certifications for Applied Machine Learning and Data Visualization and Google's Fundamentals of Digital Marketing course