

Manvitha Reddy Vedere

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SUMMARY

A fervent graduate student aiming for an opportunity to work in a vying environment and apply my expertise to transcend in the field of , Data Analysis, Data Science, Business Analytics and Software Development and Engineering

EXPERIENCE

- Program Analyst**, Tata Consultancy Services Ltd *Sep 2019 - Jan 2021*
- Developed a front end application called Onebill & VZ to provide an integrated billing service to Verizon's customers using **React JS**
 - Validated 100K+ user records using BTN and automated the process which increased productivity by 20%
 - Enhanced **PostgreSQL** Database structure to support Verizon's billing application, Onebill which reduced the data fetching time by 35%
 - Performed data analysis on customer's subscription plans and payment activity and generated **NBA** (insights) as pop-ups on their account portal which increased the user engagement rate by 18%
- Data Analyst Intern**, Ministry of Health and Family Welfare, Government of India *May 2018 - Apr 2019*
- Accumulated data over 200k+ records on ECG readings and other demographic measures of patients from various health center repositories
 - Implemented a new approach combining wrapper algorithm called **Boruta** with **PCA** which depicted zero collinearity for feature selection
 - Formulated a multi-classification(**SVM, KNN, MLR, Random Forest**) model using **R Programming**(R-Studio) to classify a patient under a certain category of cardiac arrhythmia with an accuracy of 83%
 - Designed a multi-story interactive dashboard on **Tableau** which provides information on patient's health condition in accompany with medical anamnesis

PROJECTS

Risk Factor Analysis | Big Data

- Loaded data from different sources into Hadoop Cluster using SQOOP and created hive tables using **HIVE** component
- Integrated **Impala** with **Tableau** and visualized the trends of accidents year wise by drivers according to their risk factor
- Integrated **Tableau** with **RServe** and implemented Linear Regression Analysis and predicted the driver's risk factor

Search Engine Marketing | Web Analytics

- Tools used: Google Ads, Microsoft Excel, Tableau
- Advertised for a business using the techniques of **SEM** and **SEO** which increased the ROI by 31%
- Optimized the advertisement campaigns and developed payment strategies on **Google Analytics**

Walmart Sales and Forecast Analysis | Data Analysis | Python

- Analyzed the factors impacting walmart sales by performing **Exploratory data analysis** and **Time series analysis**
- Cleaned 421,570 records, handled missing values and identified outliers impacting the dataset
- Forecasted walmart's future sales by building a time series model utilizing **ARMA** and **SARIMAX** models
- Achieved an accuracy of 96% with **SARIMAX** model in predicting the observations and conducted visualizations on the clusters.

EDUCATION

- Master's**, Information Technology & Management *Jan 2021 - Sep 2022*
The University of Texas, Dallas GPA: 3.94
- Bachelor's**, Information Technology *Aug 2015 - Apr 2019*
Chaithanya Bharathi Institute of Technology GPA: 3.8

SKILLS

Languages: Python, R, SQL, PL/SQL, Java, C++, Pyspark, Scala, Hive,C

Tools: Tableau, MS Excel, Python - Matplot, Seaborn, Rstudio, Power BI, WEKA,Hadoop, Apache Spark, Matlab

Development Environment: Jupyter Notebook ,Oracle SQL Developer, Eclipse, Microsoft Visual Studio

Certifications: Coursera - SQL for Data Science, Data Analytics for Business,Project Management, Python

ADDITIONAL INFORMATION

- Alison** - Diploma in Community Development
- UNICEF Certifications - Child safeguarding for Face-to-Face Fundraisers; Children and Climate Change; Strategies to strengthen the Social Service Workforce for Child Protection
- Executive Board Member of Graduate Dean's Council** : Sep 2021 - May 2022