

# Visshrutha Velumani

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Location – Windsor, ON (willing to relocate)

Availability – Can start immediately.

Work Visa – Canadian Open Work Visa Holder

## Education

### Master of Management in Business Data Analytics

University of Windsor

January 2022 – May 2023

Windsor, Ontario

#### Relevant Courses taken:

- Data Analytic Methods & Algorithms
- Data Acquisition & Management
- Predictive Modeling & Decision Making
- Financial Analytics

### Bachelor of Science in Computer Science

Wayne State University

August 2018 – December 2021

Detroit, Michigan

- 2019 WSU Dean's List
- 2020 WSU Dean's List

#### Relevant Courses taken:

- Software Engineering
- Data structures & algorithms
- Database Management (SQL & PHP)
- Operating Systems (Linux & Shell)
- Engineering statistics & Linear Algebra

## Experience

### Director of Technology & Product Owner – Odette Product Management Club UWindsor

October 2022 – July 2023

Windsor, ON, Canada

- Reduced manual website tracking by 80% by creating and launching the website's data analytics functionalities using Google Analytics and Google Tag Manager for tracking customer touchpoints, click rates, scroll rates, and retention.
- Pushed out 4 new website features in 3 weeks by monitoring and analyzing website analytics KPIs such as daily, weekly, and monthly retention rates, bounce rates, and click-through rates to identify areas of improvement and feature-building.
- Decreased customer churning by 40% by creating test cases and conducting A/B testing under QA methodologies based on Google Analytics insights for each iteration of the website features to resolve pain points.
- Tracked product backlogs and designated product deliverables by implementing [PBS & WBS](#) through business requirements gathering and analysis, product list consolidation, and product ideation using Notion.
- Increased feature-release productivity from once a week to twice a week by managing 2 developers through AGILE ceremonies such as daily stand-ups, iteration planning, iteration review, and retrospective meetings using SDLC tools like Trello & Confluence, resulting in API integration with the addition of the chat-box and the RSVP features within 1 week.

### Software Product Portfolio Consultant & Developer – Odette Product Management Club UWindsor

August 2022 – October 2022

Windsor, ON, Canada

- Jumpstarted club marketing and outreach rates by 400% (from 30 members to 150 members) in 2.5 weeks by creating, developing, and launching [the club website](#) as the sole developer using HTML, JavaScript, and CSS under AGILE methodologies through weekly sprints tracked by Kanban Flow.
- Improved UI/UX to maximize scroll and click rates by prototyping and designing [website layout, flow, and use-cases](#) by using Figma to create story boards for each website section.
- Multiplied website traffic by 25%-35% each week by iterating, troubleshooting, debugging, and updating the website based on customer needs, resulting in a promotion to the Director of Technology & Product Owner.

### Software Application Developer Intern – Acuitii

September 2021 – December 2021

Detroit, MI, USA

- Resolved 8 bugs and added 4 new game features by developing a multi-tiered frontend and backend of a start-up company's (Acuitii) mobile application within 4 months under AGILE methodologies by learning Dart, Flutter, and Firebase Firestore Database in 2 weeks.
- Optimized the application by 75% by running software test cases and business cases and mapping data lineage in order to identify points of slowest run-time, refactoring the app's database and reducing app run-time from 2 sec. to 0.5 sec.
- Published 4 software documentation based on requirement gathering, architecture flow models, sequence diagrams, and UI/UX design plans, equipping me with software development lifecycle experience.

## **Administrative Data Manager – Wayne State University Dance Team**

**September 2019 – March 2020**

**Detroit, MI, USA**

- Increased data accessibility / retrieval by 50% by organizing, maintaining, and tracking dancer & flight information, travel specifics, costume inventory, etc. using Notion's data management / database functionalities.
- Managed communication threads that varied across U.S. dance program coordinators to effectively allocate funding and budget dispersals across the United States (Ohio, Georgia, South Carolina, Texas).

## **Projects**

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### **U.S. Minimum Wage and Unemployment Analysis - [Tableau](#)**

**September 2022 – December 2022**

- Analyzed large datasets to explore the relationship between minimum wage and unemployment rates by state in the U.S. using exploratory data analysis for extensive dashboard reporting using a business intelligence tool (Tableau) in order to predict the outcome of unemployment given a particular minimum wage rate using predictive data analysis and modeling.
- Used ETL / ELT techniques for two different data sources by web-scraping and transforming the data using R, leading to a condensed and focused dataset that incorporates minimum wage data and unemployment data for cross-analysis.
- Key skill outcomes: Tableau proficiency, exploratory data analysis skills, predictive data analysis skills, data cleaning skills, data visualization skills, data modeling, data mapping, data story-telling skills, analytical skills.

### **Canadian Internet Use Analysis – [R](#)**

**September 2022 – December 2022**

- Analyzed and created an internet-use predictor by exploring the relationship between internet use and Canadian demographic characteristics using exploratory data analysis in order to predict the internet usage of a given Canadian person profile through predictive data analysis and AI & machine learning models (chi-squared testing, random forest models, decision trees, correlation matrices).
- Key skill outcomes: R proficiency (ggplot2, dplyr, matplotlib), exploratory data analysis skills, predictive data analysis skills, machine learning modeling, data cleaning skills, data modeling, data mapping, data visualization skills, statistical analysis skills, analytical skills.

### **Degree Scheduler Android Mobile Application – [Java, SQL, Firebase](#)**

**January 2021 – May 2021**

- Created and developed the frontend and backend of an android mobile application using Java and SQL to help Wayne State University students create and download class schedules to plan out their degrees most efficiently.
- Extracted, transformed, and loaded WSU course and counselor data from the WSU website by working with SQL relational database and implemented user authentication and student-to-counselor communication functionalities using Firebase Cloud Firestore to improve UI/UX and increase student confidentiality and privacy.

## **Skills**

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### **Programming Languages & Tools:**

Python, SQL (MySQL & PostgreSQL), NoSQL (Firestore), R, C++, Java, React.js, PHP, Dart & Flutter, HTML, CSS, JavaScript, Node.js, Microsoft Excel (pivot tables, vlookup, xlookup), Microsoft Word, Microsoft PowerPoint, Microsoft Outlook, Microsoft SharePoint, Git Version Control, Firebase Firestore Database, SQL Server, Google Analytics, Google Tag Manager, Tableau, Figma, Jenkins, Invision, Trello, Rally, Jira, Kanban, Confluence, Dynatrace, Splunk, Power Pivot, Power Query, AGILE methodologies, Business Intelligence

### **Analytical Skills:**

Exploratory Data Analysis, Predictive Data Analysis & Modeling, Data Cleaning, Data Pre-processing, Data Visualization, Data Storytelling, Data Dashboarding, Statistical Analysis (chi-squared testing, regression modeling, hypothesis testing), random forest modeling, decision tree modeling, machine learning modeling, ETL, ELT

### **Software & Product Skills:**

UI/UX design, Software testing, test case design, business case design, A/B testing, QA methodologies, requirements gathering, PBS & WBS, debugging, profiling, software documentation, PRD writing

## **Certifications**

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### **Google Cloud Platform Digital Leader 2023**

- Developed my cloud solution skills by getting certified in Google Cloud Platform, as data management practices are increasingly migrating from legacy systems to cloud solutions, stressing the importance to delve into the world of data in the cloud.