Visshrutha Velumani

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Availability – Immediate
Location – Windsor, ON (willing to relocate)
Work Authorization – Canadian Open Work Visa Holder

Education

Master of Management in Business Data Analytics – University of Windsor   *Windsor, Ontario,* **Jan 2022 – May 2023**
Relevant Courses: Data Analytic Method & Algorithms, Data Acquisition & Management, Predictive Modeling, Statistical Analytics

Bachelor of Science in Computer Science – Wayne State University   *Detroit, Michigan,* **Sep 2018 – Dec 2021**
Relevant Courses: Software Engineering, Data Structures & Algorithms, Database Management (SQL & PHP), Operating Systems
Distinctions / Awards: 2019 WSU Dean's List, 2020 WSU Dean's List

Experience

Director of Technology & Product Owner – *Odette Product Management Club UWindsor*   **Oct 2022 – Jul 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 to track customer touchpoints, click rates, scroll rates, and retention.
- Decreased customer churning by 40% by measuring and analyzing product metrics and website KPIs to conduct A/B testing under QA methodologies based on Google Analytics insights for each website feature iteration to resolve pain points.
- Tracked product backlogs and prioritized product deliverables by mapping PBS & WBS through business requirements gathering and analysis, product list consolidation, and product ideation using Notion.
- Implemented AGILE ceremonies while managing the club's software engineering team with daily stand-ups, iteration planning and review, and sprint retrospective meetings using SDLC tools (Kanban & Confluence), increasing feature-release productivity from once a week to twice a week.

Software Product Portfolio Consultant & Developer – *Odette Product Management Club UWindsor*   **Aug 2022 – Oct 2022**
Windsor, ON, Canada

- Boosted 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 SAFe 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 using Figma to create mockup story boards for each website section.
- Enhanced website traffic by 25%-35% each week by iterating, troubleshooting, debugging, and updating the website based on customer-centric needs, resulting in a promotion to the Director of Technology & Product Owner.

Software Application Developer Intern – *Acuitii*   **Sep 2021 – Dec 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 using Dart, Flutter, and Firebase Firestore Database under SAFe.
- Optimized the application by 75% by running software test cases and business cases and mapping data lineage to identify points of slowest load-time, refactoring the app's database, and reducing app load-time from 2 seconds to 0.5 seconds.
- Published 4 IEEE optimized software documentation based on requirement gathering, architecture flow models, sequence diagrams, and UI/UX design plans.

Administrative Data Manager – *Wayne State University Dance Team*   **Sep 2019 – Mar 2020**
Detroit, MI, USA

- Increased data accessibility / retrieval by 50% by organizing, maintaining, and tracking dancer & flight information, travel specifics, and costume inventory 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

Personal Portfolio Responsive Website – *React.js & Bootstrap 5*   **May 2023 – June 2023**

- Built a responsive, UI/UX maximized personal portfolio website using react.js and bootstrap 5 framework to showcase my educational and professional projects and my skills in modern front-end software development.

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. through dashboard storytelling using exploratory and predictive data analysis to predict the outcome of unemployment given a particular minimum wage rate.
- Used ETL / ELT techniques in R for web-scraping and condensing 2 datasets into 1 for focused cross-analysis.
- Key skill outcomes: Tableau, exploratory data analysis, predictive data analysis, data cleaning, data visualization, data modeling, data mapping, data storytelling.

Canadian Internet Use Predictor – *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, predictive, and statistical data analysis to predict the internet usage of a given Canadian person's profile (hypothesis testing, chi-squared testing, random forest models, decision trees, correlation matrices).
- Key skill outcomes: R (ggplot2, dplyr, matplotlib), exploratory data analysis, predictive data analysis, machine learning modeling, data cleaning, data modeling, data mapping, data visualization, statistical analysis.

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 using SQL and implemented user authentication and student-to-counselor communication functionalities using Firebase Cloud Firestore to increase software security and privacy.

Skills

Programming Languages & Tools:
Python, SQL (MySQL & PostgreSQL), NoSQL (Firebase), R, C++, Java, React.js, PHP, Dart & Flutter, HTML, CSS, JavaScript, Bootstrap, Microsoft Excel (pivot tables, vlookup, xlookup), Microsoft Word, Microsoft PowerPoint, Microsoft Outlook, Microsoft SharePoint, Git Version Control, Google Analytics, Google Tag Manager, Tableau, Figma, Invision, Trello, Rally, Jira, Kanban, Confluence, Power Pivot, Power Query

Analytical Skills:
Exploratory Data Analysis, Predictive Data Analysis & Modeling, Data Cleaning, Data Pre-processing, Data Visualization, Data Storytelling, Dashboard Reporting, Statistical Analysis, random forest modeling, decision tree modeling, machine learning, ETL, ELT

Software & Product Management 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, SAFe / AGILE methodologies

Certifications

Google Cloud Platform Digital Leader - *Google Cloud*   **Jan 2023**