YASHWANTH ANIRUDH ETTIKALA

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EDUCATION

Master of Science in Business Analytics and Project Management   **Aug 2023 – May 2025**
University of Connecticut, School of Business – Hartford, CT   GPA 3.6/4.00

Bachelor of Engineering, Electronics and Communication   **Aug 2017 – Jul 2021**
CVR College of Engineering – Hyderabad, India   GPA 3.75/4.00

PROFESSIONAL EXPERIENCE

Business Analyst | Ananda (Capstone) | Hartford, CT   **Aug 2024 – Dec 2024**
- Identified gaps in business processes through **root cause analysis** and provided recommendations, leading to a 30% efficiency boost
- Implemented **A/B testing frameworks** as a method of data-driven problem solving to assess the impact of marketing strategies, leveraging analytical insights to increase customer engagement by 20%
- Integrated **Retrieval-Augmented Generation (RAG)** with LLM models like Llama, Gemma, and Mistral, improving chatbot accuracy, real-time decision-making, and increasing user engagement by 25%
- Evaluated chatbot performance using BLEU, ROUGE, BERT scores, Cosine similarity, and **T-tests**, identifying Mistral RAG as the optimal model for cost-efficiency and performance
- Served as a **liaison** to streamline communication between sponsors and the team, translating stakeholder feedback into detailed user stories and implementing **Agile** methodologies using project management tools **(JIRA, Confluence)** to ensure project alignment

Data Analyst | Temenos | India   **Oct 2020 – Jul 2023**
- Streamlined **SQL Server** workflows to validate transactions in the database and monitored the **Financial Crime Mitigation (FCM)** application, enhancing data integrity and reducing fraud by 40% across 10,000+ transactions while ensuring regulatory compliance for global clients
- Optimized customer data analysis using **Advanced Excel** (Pivot Tables, XLOOKUP, SUMIFS) to derive strategic insights, leading to a 20% boost in customer engagement and strategy execution in marketing conversions
- Utilized **ETL (Extract, Transform, Load)** tools such as Informatica to automate data extraction, transformation, and loading processes
- Leveraged advanced features of **Tableau** software to link data from different connections together on one dashboard and to filter data in multiple views at once
- Managed **ad-hoc reporting requests** and collaborated with **cross-functional stakeholders** to design and implement data pipelines, ensuring high data quality and delivering insights that enhanced marketing campaign effectiveness by 15%

Data Analyst Intern | Temenos | India   **May 2020 – Oct 2020**
- Integrated data from customer, accounts, and transactions using complex **SQL joins** to enhance reporting efficiency while collaborating with team members and sharing expertise in FCM Product, **SaaS**, DES and cloud environments
- Built a Python-based automation script to detect anomalies in **AML transaction data**, enhancing **fraud detection** capabilities
- Generated a company-wide **KPI** dashboard in **Power BI** using **DAX functions** to visualize key metrics, driving faster business insights
- Implemented statistics-driven approaches for data cleaning on large datasets, ensuring data quality, consistency, integrity and supporting model development using Pandas, and NumPy libraries in **Python**
- Designed machine learning pipelines incorporating **NLP** workflows using Python libraries **(Pandas, NumPy, Scikit-learn)**, improving prediction accuracy with models like Linear Regression, Random Forest, and sentiment analysis; deployed using **CI/CD** integration.

SKILLS AND CERTIFICATIONS

Programming Languages: SQL, Python (Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn), R, HTML, CSS, JavaScript
Tools: Tableau, Power BI, JIRA, SAS Studio, MySQL, PostgreSQL, Looker, Snowflake, Jupyter, Advanced MS Excel, PowerPoint, Git, VS Code, DAX, Alteryx, GitHub, Sigma Computing, MS Office
Frameworks/Libraries/Technologies: TensorFlow, Hadoop, MapReduce, Flink, Apache Spark, Hive, Kafka, Azure Data Lake, AWS (EC2, S3, Lambda, SageMaker, Redshift), Microsoft Azure (Azure ML, Azure Data Factory), Google Cloud Platform(GCP), BigQuery
Machine Learning: Logistic Regression, Decision Tree, XGBoost, Neural Network, Gradient Boosting, K-Means Clustering
Data Analytics/Project Management: Data Analysis, Data Wrangling, Data Modeling, Data Transformation, Predictive Modeling, Time Series Analysis, Hypothesis Testing, Statistical Modeling, Process Optimization, Agile, Process Improvement, Scrum, Salesforce CRM
Certifications: Microsoft Certified Azure Data Scientist Associate[certification.microsoft.com/ YashwanthAnirudhEttikala-6290]

ACADEMIC PROJECTS

Sales Insights Dashboard | SQL, Tableau
- Built an interactive Tableau dashboard aligned with business vision, integrating sales and accounting data from SQL using an ETL pipeline, automating data analysis and visualization processes, and reducing manual data gathering time by 50%

House Prices Prediction | Python, Machine Learning, Data Science
- Developed a Linear Regression model to predict real estate prices in Bangalore, achieving 84% accuracy by analyzing features such as area, number of bedrooms, and bathrooms. Improved model performance using Feature Engineering, K-Fold Cross Validation, and GridSearchCV, achieving over 80% validation accuracy

Email Spam Detection | Python, Machine Learning, Data Science
- Built and optimized a Multinomial Naive Bayes model to classify emails as spam or non-spam, achieving 98% accuracy on the test data by analyzing email content through text vectorization with CountVectorizer