YASHWANTH ANIRUDH ETTIKALA

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PROFILE SUMMARY

Data Analyst with 4 years of experience in Project Management, Business Intelligence, A/B Testing, Data Modeling and Data Governance. Proficient in analyzing large datasets using Python, SQL, Advanced Excel (Macros, VBA), Power BI(DAX), Tableau and ETL processes

EDUCATION

M.Sc. in Business Analytics and Project Management | University of Connecticut | 3.7/4.0	Aug 2023 – May 2025
B. Tech in Electronics and Communication Engineering | CVR College of Engineering | 3.75/4.0	Aug 2017 – Jul 2021

PROFESSIONAL EXPERIENCE

Business Data Analyst | Ananda | Hartford, CT   **Aug 2024 – Dec 2024**

- Implemented **A/B testing** frameworks as a method of data-driven problem solving and research to assess the impact of marketing strategies, leveraging analytical insights to increase customer engagement by 20%
- Identified gaps in business processes through **root cause analysis** and provided recommendations with clearly defined acceptance criteria
- 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%
- Optimized **SQL queries** and **database** structures, reducing data retrieval time by 10 seconds per query and enhancing processing efficiency to accelerate reporting and analysis turnaround times for market insights
- 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)**, adhering to the best practices of SDLC

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 governance, security, integrity, and reducing fraud by 40% across 10,000+ transactions while ensuring regulatory compliance for global clients
- Developed interactive **Tableau** dashboards by integrating CRM and transactional datasets to visualize key metrics, and validated them through **UAT** with business users, cutting reaction time by 20% for the wealth management team
- Refined customer data analysis using **Advanced Excel** (Pivot Tables, XLOOKUP, SUMIFS, VBA, Macros) and Python to derive strategic insights, leading to a 20% boost in customer engagement and strategy execution in marketing conversions
- Automated data extraction, transformation, and loading processes using **ETL (Extract, Transform, Load)** tools such as Informatica
- Leveraged **Looker** to enhance FCM operational monitoring, developing **LookML models** and real time dashboards from system logs, which cut FCM alert review time by 10%
- Managed **ad-hoc reporting** requests and engaged in **cross-functional collaboration** with technical stakeholders to implement end-to-end data analytics pipelines, ensuring high data quality and generating insights that improved marketing campaign performance by 15%

Data Analyst Intern | Temenos | India   **May 2020 – Oct 2020**

- Integrated data from customer, accounts, and transactions using complex **SQL joins, CTEs and Stored procedures** to enhance reporting efficiency while collaborating with team members and sharing expertise in FCM Product, **SaaS**, DES and cloud environments
- Generated a company-wide **key performance indicators (KPIs)** dashboard in **Power BI** using **DAX functions and Power Query,** aligning visualizations with business specifications resulting in 5% faster business insights
- Executed data migration into **Snowflake** to maintain historical data and conducted exploratory data analysis (EDA), thereby identifying KPIs, enabling predictive analytics, and producing insightful reports for Business Intelligence
- Designed **machine learning** pipelines incorporating **natural language processing (NLP)** workflows using Python libraries (**Pandas, NumPy, Scikit-learn**), improving prediction accuracy with models like Linear Regression, along with sentiment analysis

SKILLS AND CERTIFICATIONS

Programming Languages: SQL, Python (Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn), HTML, CSS, JavaScript, VBA
Tools: Tableau, Power BI, JIRA, MySQL, SSIS, Looker, Qlik, Snowflake, Jupyter, Microsoft Excel, Microsoft PowerPoint, Alteryx
Frameworks/Libraries/Technologies: Hadoop, Apache Spark, AWS (Redshift), Microsoft Azure, 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 Modelling, Data Governance, Predictive Modeling, Time Series Analysis, Hypothesis Testing, Statistical Modeling, Process Optimization, Process Improvement, Scrum, Requirements Gathering, Salesforce CRM
Other: Statistical Analysis, ETL, CI/CD, SAS, Critical Thinking, Research, Attention to Detail, Documentation, Stakeholder Communication
Certifications: Microsoft Certified Azure Data Scientist Associate[certification.microsoft.com/ YashwanthAnirudhEttikala-6290]

ACADEMIC PROJECTS

Sales Insights Dashboard | SQL, Tableau

- Generated an interactive Tableau dashboard aligned with business vision, integrating sales and accounting data from SQL, JSON, XML and APIs 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 for price forecasting in Bangalore, achieving 84% accuracy by analyzing features such as area, number of bedrooms, and bathrooms; improved model performance with Feature Engineering and K-Fold Cross Validation

Email Spam Detection | Python, Machine Learning, Data Science

- Built and optimized a Multinomial Naive Bayes model for email classification (as spam or non-spam), achieving 98% accuracy on the test data by analyzing email content through text vectorization with CountVectorizer