

Duddela Madu Sudhan Reddy

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CAREER OBJECTIVE

To secure a position in an institution/organization which enable me to utilize my knowledge and professional skills by assigning challenging projects and help me in advancing my career.

KEY SKILLS

- ✓ **Data Analysis, Machine Learning, Statistics, Python, SQL, Microsoft Azure(Azure data factory and data bricks), AWS, Django**

PROFESSIONAL EXPERIENCE

GLOBAL DATA PLC, HYDERABAD, INDIA

Data Analyst – June 2019 – Till Date

- ✓ Client Interaction, Requirement Analysis, developing the code according to the business requirements
- ✓ Developing and implementing advanced analytics approaches including statistical modelling, machine learning principles etc. to answer business questions & drive actionable insights using Python.
- ✓ Hands on experience in Analytics - deriving key business impact from data and in creating algorithms, implementing an analytical solution based on analysis with large, complex, structured and unstructured data sets to provide better insights.
- ✓ Experience in statistical and machine learning: Linear/logistic regression, Decision trees, Random Forest, SVM, KNN, SVR, Naive Bayes and Clustering etc.
- ✓ Created the ensemble models, to choose the best model by using various algorithms.
- ✓ High degree of flexibility, independent and proactive working style.
- ✓ Ability to work well under pressure and on multiple and conflicting priorities.
- ✓ Extracted the data from various sources like SQL server and csv files.
- ✓ Developing and managing data factory pipelines responsible for end-to-end orchestration from copying data from source to target.
- ✓ Responsible for designing and building large data extracts, full end-to-end Data Warehouse infrastructure from the ground up on Amazon Redshift for large scale data handling Millions of records.
- ✓ Involved in Code Reviews and prepared unit test case scenarios
- ✓ Involved in guiding the new members of the team for the existing processes and providing knowledge transfer for multiple applications.
- ✓ Involved in implementation of different types of graphical reports like Cross Tabs, Scatter Plots, Geographic Maps, Heat Maps, Gauge, Tree Maps visualize reports using Power BI. He has performed fine tuning of the SQL queries and implementation of Indexes for faster performance and also Implementation of Partitions

Project 1: To predict “Credit card fraud transactions” using machine leaning techniques and identify key drivers for fraud transactions.

Responsibilities:

- ✓ Created master table in SQL Database by deriving relevant columns from multiple tables using SQL queries
- ✓ Involved in Exploratory Data Analysis (EDA) for the given data.
- ✓ Processing, cleansing and verifying the integrity of data used for analysis in python.
- ✓ Applied various data visualization techniques like bar plot and scatter plot for better data interpretation.
- ✓ Implemented Logistic/Random forest algorithms for classifying application analysis and validate the models based on accuracy.

Technologies: Machine Learning, Python, Sklearn, SQL

Project 2: Identifying key drivers for “Quality Control” analyst’s attrition and define recommendations to improve the attrition rate.

Responsibilities:

- ✓ Understanding business problems and designing end-to-end analytical solutions
- ✓ Developing complex models and algorithms that drive innovation throughout the organization. This may include improving on-time performance, network planning, etc.
- ✓ Conducting advanced statistical analysis to provide actionable insights, identify trends, and measure performance.
- ✓ Collaborating with analytics engineers to implement and deploy scalable solutions.
- ✓ Providing thought leadership by researching best practices, conducting experiments, and collaborating with industry leaders.

Technologies: Machine Learning, Python, Sklearn, SQL

Project 3: Segmentation model development using k-means clustering technique to separate customers into groups based on the similarity of their behaviours and attributes. And prescribed tangible business actions from analysis of results

Responsibilities:

- ✓ Client Interaction and Requirement Analysis
- ✓ Involved in Exploratory Data Analysis (EDA) for the given data.
- ✓ Conducting advanced statistical analysis and applied PCA technique to reduce dimensions of the data.
- ✓ Applied K-means clustering Algorithm to segment customers into groups (Clusters).
- ✓ Optimal number of clusters selected based on Elbow plot
- ✓ Based on Analysis of visualization of results prescribed tangible business actions

Technologies: Machine Learning, Python, Sklearn, SQL

Project 4: Ordering to increase sales and Improve cross sells based on the trade promotional offers given.

Responsibilities:

- ✓ Understand business processes for Trade promotions management like Trade promotions spends details- base scheme, secondary scheme etc.
- ✓ Analyze data to identify relevant features/parameters to include in analysis and modeling.
- ✓ Run iterations of regression ML models at one segment to identify significant features, transformations and derived features.
- ✓ Finalize model design based on statistical measures to evaluate model accuracy and fit.
- ✓ Validate the model and build for all segments.
- ✓ Provide recommendations for promotion spends allocation and simulated sales uplift for proposed optimal spends allocation.

Technologies: Machine Learning, Python, Sklearn, SQL

EDUCATION

Electrical and Electronics Engineering, JULY 2015 – APR 2019

Jawaharlal Nehru Technological University, Anantapur, A.P, India

Intermediate Junior Colleges, JUN 2013 – APR 2015

Narayana Junior College, Nellore, A.P, India

Courses

- ✓ Complete SQL Bootcamp
- ✓ Complete Python Bootcamp
- ✓ Machine Learning A-Z: Hands on Python & R In Data Science
- ✓ AWS Certified Machine Learning Specialty (MLS-C01)
- ✓ Google Data Analytics Professional Certificate (In progress), Coursera
- ✓ Preparing for Google Cloud Certification (In progress), Coursera
- ✓ Data Engineering, Big Data, and Machine Learning on GCP Specialization (In progress), Coursera

REFERENCES

- ✓ Available on request