Arya Lokesh Gowda

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Insight-driven Data Analyst blending engineering with analytics to automate workflows, decode trends, and fuel smarter decisions at scale. Currently supporting the CFO at Nelnet, I automate financial reports, synthesize KPIs, and develop privacy-respecting insight pipelines. I thrive at the intersection of data and strategy.

EXPERIENCE

Data Analyst

Nelnet | Nebraska, USA(Remote)   Aug 2024 – Present
- Partnered with finance leadership to launch a Power BI KPI suite that improved profit forecast accuracy by 5% and cut report generation time by 88%
- Automated 10+ recurring financial and key risk insight reports using Python (Pandas) and Snowflake, eliminating 150+ analyst hours quarterly
- Consolidated multi-ledger ACH invoicing data sources, enabling a unified advertiser reporting view and reducing monthly reconciliation from 3 days to <1 day
- Drove privacy-aware data design across internal reporting pipelines aligned with modern compliance standards

Data Analyst

Northeastern University | Boston, USA   Oct 2023 – May 2025
- Refactored and optimized complex SQL queries used in admissions reporting workflows, reducing execution time by 60% and enabling
- interactive, real-time dashboards widely leveraged by senior enrollment, strategy, and academic leadership teams
- Delivered sprint-based analytics that supported strategic decisions and drove a 12% increase in early-action application conversions
- Designed and maintained reporting tools with cross-functional teams, improving data accuracy and streamlining admissions workflows

Data Engineer

Infosys | Bangalore, India   Oct 2021 – Aug 2023
- Designed and deployed a BigQuery-based enterprise data warehouse ingesting over 10 million records daily, which reduced data quality
- issues by 40% and lowered infrastructure costs by 3%, enabling more reliable business reporting
- Built ETL pipelines in Airflow to process 500 GB batches, reducing load time from 6 hours to 45 minutes & enabling near real-time analytic
- Developed forecasting models with Prophet and XGBoost, driving $122K in revenue through improved planning and targeting

Data Intern

Entuple Solutions | Bangalore, India   Jun 2020 – Jan 2021
- Ran CPU benchmark statistics, pinpointing bottlenecks and suggesting tweaks that boosted performance 15%
- Applied statistical optimization to pipeline/cache design, trimming inefficiencies and saving $50 K per year
- Built self-service Tableau dashboards translate metrics into clear visuals for engineers and executives

SKILLS

Programming & Analytics: Python (Pandas, NumPy, Scikit-learn), SQL, R, Java, MATLAB
Data Platforms: Snowflake, PostgreSQL, MongoDB, BigQuery, dbt, Terraform
Business Intelligence & Storytelling: Tableau, Power BI, Google Analytics, Salesforce, KPI dashboards, Looker
Cloud & Ops: AWS (Redshift, Glue, Lambda), GCP, Airflow, Docker, Kafka, Talend, ElasticSearch
Experimentation: A/B Testing, Cohort & Funnel Analysis, Regression Analysis, Incrementality testing, Attribution modeling, User segmentation, Time series forecasting

PROJECTS

Graid – *Personalized learning*   Jan 2025-Present
- Pioneered **an interactive GenAI-powered chatbot** for videos leveraging Speech-to-Text LLMs (Groq), **Pinecone**, FastAPI, and RAG models
- Innovated a novel RAG framework for efficient contextual retrieval and personalized learning experience

Fund Passport- *A solution for Finances*   Aug 2024-Dec 2024
- Built high-performance ETL with PostgreSQL and **Talend** for seamless transaction tracking and real-time processing
- Designed **OLAP models** with **fact-dimension schemas** to enhance cross-border financial and currency analytics

Covid-19 Vaccine Sentiment Analysis   Aug 2024-Nov 2024
- Streamed 100 K tweets/day through **Kafka → Spark**; **BERT** sentiment model uncovered three messaging clusters that lifted intent 12 % among target demographics
- Developed **Tableau** dashboards correlating sentiment trends with 50+ major vaccine events

Instagram Reach Analysis   Jun 2024-Aug 2024
- Built ensemble ML models (Random Forest, XGBoost) analyzing 20+ engagement metrics across on 10K+ posts; achieved **92.8% prediction accuracy** and identifying optimal posting windows that **increased reach by 35%**
- Used **A/B testing** for content strategy, increasing engagement rate to 14% and 25% in follower acquisition

Fetal Health Classification System   Jan 2024-Apr 2024
- Designed a distributed ML pipeline processing 5000+ medical records daily, achieving **97% sensitivity** in critical case detection, potentially impacting 1000+ patient outcomes annually
- Engineered custom Autoencoder architecture for anomaly detection, reducing false positives by 40% and achieving **99% precision** in high-risk pregnancy identification

Customer Data Stratification   Sep 2023 – Dec 2023
- Led 5-person team to build RFM segmentation across 50K+ customers, boosting campaign ROI by $70K via 4 targeted personas
- Refined and deployed BERT-based NLP classifier on 100K+ support logs, achieving 96% accuracy and increasing upsell conversions by 13%

EDUCATION

M.S in Data Analytics Engineering
Northeastern University | Boston, MA | GPA: 3.85/4   May 2025
<u>Focusing</u>: GenAI, MLOps, Data Mining, Data Warehousing and Data Management in Analytics

B.E in Electronics and Communication
<u>Visvesvaraya Technological University</u> **|** *India*   May 2021
<u>Focusing</u>: Applied Mathematics, Linear Algebra, Statistics, Object Oriented Programming, Network and Cyber Security

ACHIEVEMENTS

- Best Product award for the project **Graid** at MLOps Expo hosted by Google in April 2025
- Nominated for Graduate Student Employee of the Year 2025(Runner-up) at *Northeastern University*
- Made history as the youngest leader of the Technical Core Team representing the university at *Visvesvaraya Technological University*