Aditya Vasireddi

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EDUCATION

BITS Pilani Dual Degree (CGPA: 8.2) Pilani, India

M.Sc in Physics *Aug. 2018 – June 2023*

B.E(Honors) in Mechanical Engineering *Aug. 2018 – June 2023*

EXPERIENCE

Inmobi Bengaluru, India

Analyst – Account Strategy *Jul 2023 - Aug 2024*

- Devised strategic plans and data driven analyses for set of 100 Microsoft Advertising accounts resulting in an **annual increase in revenue by 10%**
- **Introduced automation in internal reporting with VBA scripts reducing task completion time by upto 50%** and saving 30 minutes on a daily basis
- Created proof-of-concept **Power BI dashboards** to track advertising KPIs for actionable items reducing issue response time significantly

Intern - Account Strategy *Jan 2023 - Jul 2023*

- Streamlined recommendation processes for the North America Account Strategy team by compiling and visualizing key metrics, leading to an **improvement in client response rate by 20%**
- Created Quarterly Business Reports on a monthly basis for 30 accounts, analyzing performance and scope to improve for clients' campaigns
- Compiled data to resolve technical issues clients were facing in their marketing campaigns on a regular basis

PROJECTS

Used Cars ETL Pipeline | *Python, Airflow, Docker, Postgres SQL* *Jan 2025 –*

- Created an ETL pipeline for the extraction, transformation and loading of data from a leading online car listings company
- Utilized docker containers to ensure pipeline has potential to scale in the future

Indian Quickcommerce Analytics | *Python* *Feb 2025 –*

- Developed a webscraper to provide solutions for sellers on indian quick commerce analytics in the domains of competitor price monitoring, inventory tracking, regional pricing differences etc.
- Utilized GCP Bigquery, CloudRun and Looker Studio for advanced anaytics, querying and visualizations

TECHNICAL SKILLS/CERIFICATIONS

Languages: Python, Java, SQL
Technologies/Frameworks: PySpark, SQL Server, PostgreSQL, AWS S3, AWS Redshift, GCP BigQuery, GCP CloudRun, Looker Studio, Airflow, Docker, Polars, Pandas, Duckdb, Scrapy
Certifications: AWS Associate Solutions Architect SAA-C03

LEADERSHIP

Department of Theatre Coordinator December 2020 - December 2021

BITS Pilani *Pilani, India*

- Was the coordinator of the Department of Theatre, an organization responsible for managing the kernel events for BITS Pilani's cultural fest OASIS one of the largest college fests in the country