Chinna Reddy Karri

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I am a data-driven problem solver who uses analytics to make business decisions. I have a strong grasp of business operations and data science skills. I work well independently or in teams to deliver results that drive growth and impact. I have a proven record of success in challenging projects and a desire to learn new skills

PROFESSIONA SUMMARY

- Highly skilled **data analyst** with over **3 years** of experience in analyzing and interpreting complex data sets to identify key insights and drive business decisions.
- Skilled in using **Python** for data analysis, data manipulation, and data visualization.
- Proficient in **text scraping** and **mining techniques** using Python libraries such as **BeautifulSoup** and **Scrapy** to extract valuable insights from unstructured data sources such as web pages, social media platforms, and online forums.
- Experienced in working with both **structured** and **unstructured data** sources and using Python libraries such as **NumPy** and **Pandas** to clean, preprocess, and transform data sets for analysis.
- Proficient in **machine learning** techniques such as **classification** and **regression**, and using Python libraries such as **Scikit-learn** and **TensorFlow** to develop **predictive models** for forecasting sales, customer satisfaction, and other key performance metrics.
- Skilled in using **computer vision** techniques such as **image processing** and analysis using Python libraries such as **OpenCV** and **PyTesseract** to extract meaningful information from images, videos, and other visual data sources.
- Experienced in developing and implementing **deep learning** models using Python frameworks such as **Keras** and **TensorFlow** to solve complex business problems such as image recognition, natural language processing, and speech recognition.
- Strong knowledge of **statistical analysis** and **data visualization** techniques using Python libraries such as **Matplotlib** and **Seaborn** to identify trends, patterns, and outliers in data sets, and to communicate insights through interactive data visualizations.
- Proficient in using **SQL** to write complex **queries**, including **subqueries**, **joins**, and **aggregate functions**, to perform data analysis on large and complex data sets.
- Skilled in using SQL to **create and manage** database objects, such as tables, views, indexes, and stored procedures, to support data analysis and reporting requirements.
- Experienced in using SQL to perform **data profiling**, **data mapping**, and **data lineage analysis** to understand data quality and lineage across different systems and processes.
- Proficient in **Tableau's** data modeling capabilities, able to **extract**, **transform**, and **load** data from various sources and create complex calculations, including statistical functions and level of detail expressions, to derive meaningful insights.
- Skilled in **troubleshooting** and **optimizing** Tableau dashboards and reports to address data quality issues, performance bottlenecks, and security concerns, delivering innovative and impactful insights to stakeholders.
- Experienced in leveraging Tableau's advanced features, such as **data blending**, **geospatial analysis**, and **machine learning integration**, to prepare data for analysis and visualization, delivering data-driven recommendations.
- Certification in **advanced Excel** course, demonstrating a deep understanding of Excel's advanced features and functionality.
- **Seven years** of experience using Excel for data analysis and reporting, showcasing my mastery and proficiency in the tool.
- Experienced in working with **large** and **complex data sets** in Excel, including **importing**, **cleaning**, **formatting**, and **analyzing** data using advanced functions and formulas such as VLOOKUP, INDEX, MATCH, SUMIF, and COUNTIF.
- Proficient in using Excel **add-ins** and **plugins** such as **Precision Tree**, **Risk Analyzer**, and **Solver** to enhance data analysis capabilities and make data-driven decisions.
- Demonstrated understanding of **business concepts**, **processes**, and **goals**, and ability to translate them into meaningful data-driven insights and recommendations.
- Strong written and verbal **communication skills**, with the ability to clearly and effectively present complex data and analysis to both technical and non-technical audiences.
- Proven ability to identify and solve complex business problems using data-driven approaches and analytical techniques.
- Strong **attention to detail** and **accuracy** in data analysis and reporting, with the ability to spot errors, inconsistencies, and outliers in data sets.
- Experience working collaboratively with **cross-functional teams**, including data engineers, business stakeholders, and other analysts to achieve common goals.
- Ability to manage **multiple projects** and **priorities simultaneously,** and deliver high-quality work within tight deadlines.
- Commitment to **continuous learning** and **professional development**, with the ability to stay up-to-date with the latest trends and technologies in the field of data analysis.

SKILLS

- **Relevant Coursework:** Enterprise Analytics, Data Mining, Descriptive and Predictive Supply Chain Analytics, Analytical Decision Modelling, Marketing Analytics, Data Driven Quality Management, Adv Marketing Analytics, C language, Java, Mathematics (Probability, Statistics, Algebra, Adv Calculus, Differential Equations)

- **Computer Skills:** Python (Pandas, NumPy, Scikit-learn, TensorFlow, Pytorch, Keras, Beautiful Soup, Scrapy, Matplotlib, Seaborn, OpenCV, NLTK), SQL, Git, Microsoft Excel, Tableau, SPSS, Minitab, Enginius.

- **Technical Skills:** Analytics, Statistical Analysis, Data Modeling, Data Wrangling, Machine Learning, Deep Learning, Data Visualization, Data Storytelling, Project Management, Marketing Analysis, Business Acumen.

PROFESSIONAL EXPERIENCE

Data Analyst January 2023 – Present
Upgrade *Phoenix, Arizona, USA*

- Designes data pipelines using SQL, Python and Tableau to process structured and unstructured data.
- Created 10 new complex supervisor performance and evaluation metrics which helped to identify actionable insights on key indicators of effective supervision, leading to a 20% increase in supervisor efficiency..
- Developed data visualizations dashboards using Tableau and conducted in-depth analysis of various agent and supervisor metrics such as performance, attendance, complaints, and employee surveys using Python and Excel. I leveraged big data concepts to handle large and complex datasets from multiple sources for the years 2021 and 2022.

Business Analyst August 2021 – April 2022
MG Motors *Hyderabad, India*

- Conducted end-to-end analysis of 23TB of customer and product data to identify key drivers impacting KPIs.
- Leveraged Python's NumPy, and Scikit-learn libraries to preprocess and analyze the data, and applied classification and regression techniques to develop sales and customer satisfaction pipelines, roadmaps, and predictive models.
- Implemented Tableau dashboards to streamline and automate data review processes, enabling real-time monitoring of critical metrics and facilitating data-driven decision-making.
- The outcome was a significant 30% increase in sales in Q4 2021 and a 20% increase in Q1 2022. and a 35% increase in customer satisfaction score.
- Conducted regular reviews of the sales and customer success team performance using analytics tools and dashboards.
- Applied advanced statistical and visualization techniques to identify key trends and insights that helped improve the product market penetration and as a result product sales increased by 15%, the customer satisfaction score rose by 2 points, and the referral rate doubled in six months.

Management Trainee / Corporate Sales Team Leader June 2020 – July 2021
MG Motors *Hyderabad, India*

- Leveraging structured and unstructured data collected from 63k tweets, customer reviews, public and professional surveys, I utilized Python and SQL to conduct a comprehensive analysis of corporate sales data. In addition, I designed 3 unique learning modules to train sales teams on pitch and procedures.
- Utilized Python libraries such as NLTK and Scikit-learn for natural language processing and machine learning techniques. The insights gained from the analysis helped to improve automobile sales strategies and drive better customer engagement.
- Delivered 10+ monthly sales figures, earned recognition as the state top sales consultant for five months with the Quarterly Sales Star Award in Q3 and Q4 2020. Organized and executed 12 successful corporate marketing events in Hyderabad over 8 months, resulting in 50+ monthly fleet sales and 63 corporate tie-ups.

Data Scientist June 2019 – December 2019
Worley *Mumbai, India*

- Leveraged my skills in Python NumPy, Pandas, and machine learning techniques to create two applications that can extract and process unstructured data from images.
- Applications to perform faster and more accurate analysis of complex visual data sets such as engineering drawings, planning maps and specialist reviewed documents.
- Leveraged the tools to gain deeper insights into 1.2 million engineering maps and complex data sets.

EDUCATION

W. P. Carey School of Business at Arizona State University August 2022 – May 2023
Master of Business Analytics (MSBA): **4.0 CGPA** *Tempe, AZ*

Birla Institute of Technology and Sciences Pilani August 2016 – May 2020
Bachelor of Electrical and Electronics Engineering (EEE) *Hyderabad, India*

PROJECT EXPERIENCE

WatchBike: Computer Vision-based Theft Prevention System March 2023 – Present
- Developed a deep learning model using TensorFlow and Keras to identify and track bikes in CCTV footage from multiple angles, resulting in a 95% accuracy rate in detecting theft events.
- Designed and trained a Convolutional Neural Network (CNN) using Python to classify theft vs non-theft events. Applied image processing and computer vision techniques, including OpenCV libraries, to extract relevant features from images, enabling effective object detection and motion detection in parking areas across the ASU campus.
- Presented findings from the bike theft detection project to the ASU campus community, raising awareness about the issue and highlighting the potential of computer vision and deep learning technologies to address real-world problems.

Lucid Motors Brand Analysis using Social Media Scraping Text Mining January 2023 – Present
- Developed a text mining project using Python (Beautiful Soup, Scrapy) to analyze sentiment and topics in customer comments Reddit.
- Utilized web scraping, data preprocessing, NLTK, and unsupervised machine learning techniques to identify strengths and weaknesses of the brand and provided actionable insights to improve customer experience.

Exploratory Analysis of Supervisor Effectiveness January 2023 – Present
- Leveraged advanced Tableau techniques to create visualizations and used Python and Excel for in-depth analysis of 2021 and 2022 data on agent and supervisor performance, attendance, complaints, and employee surveys.
- I identified key indicators of effective supervision and potential issues, and provided actionable insights that informed improvements to the leadership hiring and promotion processes, leading to a 20% increase in supervisor efficiency.

Segmentation and Positioning Analysis of Lucid Air and Competitors January 2023 – February 2023
- Conducted statistical analysis and utilized Python to process and clean data from public surveys to identify the leading products in the market.
- Developed visualizations in Tableau to present key findings and leveraged Enginius platform to conduct segmentation and positioning analysis to evaluate Lucid's positioning in the market based on customer preferences and perceptual data.
- Developed actionable recommendations to improve market share by expanding the charging network, increasing marketing efforts to raise brand awareness, and investing in autonomous driving capabilities to increase revenue.

Investment Risk Minimizing September 2022 – December 2022
- Utilized Python libraries such as yfinance, Pandas and NumPy to analyze stock closing price history data of companies with a market capitalization of 200 billion dollars.
- Applied analytical decision modeling techniques using Python pypofit, gurobipy to calculate return rates, standard deviation, and covariance for minimizing investment risk while maintaining an acceptable return.
- Developed and suggested three unique portfolios with 10%, 20%, and 30% investment return by minimizing portfolio variance, demonstrating proficiency in data analysis and strategic decision making.

Lean Six Sigma Process Optimization for Sales Quote Generation October 2022 – November 2022
- Improved sales quote generation at Gentech by leading a successful process optimization project using six sigma concepts such as DMAIC methodology and tools such as Pareto Charts, Fishbone diagrams, and FMEA, resulting in a significant reduction in cycle time and defects.
- Utilized Tableau to visualize performance variations across brands and geographies, enabling Gentech to benchmark internally and identify best practices for process improvement.

ACTIVITIES

Student Union Council Member 2018-2019
Food Outlet Committee Member 2018-2019
Department Lead (Controlz Department) 2017-2019