

# SHASHI CIDDHARTH TENALI

Process oriented data analyst, experienced in interpreting and analyzing data to drive growth of a business

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📍 27 Chestnut Ave, Boston MA

## TECHNICAL SKILLS

Specialities: Data clustering and pattern recognition, Business analysis, Data visualization, Dashboard generation

Programming: R, Python, SQL, C, C#

Database: MS SQL Server, Oracle RDBMS, PostgreSQL, MySQL, MongoDB, CouchDb, Apache HBase

Data Integration: Talend, SQL Server Integration Services (SSIS), Toad Data – Point

BI Tools: Tableau, MS Power BI, Qlik Sense, MicroStrategy, Oracle BI

Web Analytics: Google Analytics, Adobe Analytics

Statistical Analysis: MS Excel (VLOOKUP, Power Pivot etc), R studio, R markdown

Cloud Computing: Amazon Web Services, Microsoft Azure

CRM Systems: Salesforce.com, Cognos

## EXPERIENCE

**BEST Hospitality Corporation:** Salesforce Data Analyst Co-op Jan 2018 – Present

- Increased overall revenue by 5% by designing a grant management system within Salesforce which helped quantify open and lost opportunities in the donors pipeline, and identified areas that needed attention.
- Reduced data redundancy, missing values and errors by 45% by spearheading a data management strategy by defining data workflows and validation rules.
- Performed Geodemographic analysis on client data to identify trends based on gender, ethnicity and location. Further utilized the data to present a year-over-year comparison to executives using Tableau and Excel Pivot Tables.
- Identified opportunities to drive strategic planning efforts through Salesforce system enhancements such as Custom formula fields, Field dependencies, Multi-select picklists and automated email generation.

**Northeastern University:** Data Warehousing and Business Intelligence Research Project June 2017 – Aug 2017

- Created a Data Warehouse from various Systems of Record of a massive retail company with over 900,000 rows.
- Developed Talend ETL packages to incorporate source to target mapping and implemented SCD Type 2 to maintain history of records.
- Mined the data with Python's data analysis packages (NumPy, Pandas, Matplotlib, etc.) to build a predictive model using logistic regression to identify variables that improved average profit margin by 8%.
- Evaluated business performance on various KPI such as sales, inventory, sales quota and demand planning by designing custom views and developing relevant BI dashboards using Qlik and Power BI.

**Cognizant Technology Solutions:** Program Analyst (DOTNET/C# Development) Sept 2015 – May 2016

- Worked on Microsoft SQL Server Integration Services to create a master database of 11gb by using ETL transformations on different SQL databases such as Oracle, Microsoft SQL Server and PostgreSQL.
- Enabled fast data retrieval for BI reporting through indexed partitioning, data transformations and error handling.

## EDUCATION

**Northeastern University, Boston, MA**

Master of Science in Engineering Management

Aug 2018

Courses: Machine Learning, Data Mining, Data Warehousing and Business Intelligence, Probability and Statistics

**SRM University, Chennai, India**

Bachelor of Engineering in Electronics and Instrumentation

May 2015

Courses: Statistical Analysis, Artificial Neural Networks, Digital Signal Processing