

# SHASHI CIDDHARTH TENALI

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

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## TECHNICAL SKILLS

Specialities: Data and Metadata management, Business Intelligence, Data visualization, Dashboard generation

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

Database: MS SQL Server, Vertica, Oracle RDBMS, PostGreSQL, MySQL, MongoDB

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

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

Hadoop: HortonWorks Technology Stack, Ambari, MapReduce, HDFS, Hive, Spark, Hbase

Statistical Analysis: MS Excel (VLOOKUP, VBA, Power Pivot etc), R studio, NumPy and Pandas (Python libraries)

Cloud Computing: Amazon Web Services, Microsoft Azure

CRM Systems: Salesforce.com, Cognos

## EXPERIENCE

**BEST Hospitality Corporation:** Data Analyst Co-op

Jan 2018 – Present

- Increased overall revenue by 8.68% by designing a grant management system within Salesforce which helped quantify and infer from missed opportunities in the donors pipeline, and identified areas that needed attention.
- Performed geodemographic analysis on client data to identify KPI (such as gender, ethnicity and location). Further utilized the data to present a year-over-year comparison to senior executives using Tableau and Excel Pivot Tables.
- Worked closely with the budget team to develop a bottom-up budgeting plan for annual budgets, and to forecast revenue by conducting quantitative analysis of financial data and predicted future trends by modelling the data in R.
- Generated bi-weekly reports and dashboards for insights gathered from analyzing data to drive and update strategic business decisions.

**Northeastern University:** Data Warehousing and Business Intelligence Research Project

June 2017 – Aug 2017

- Predicted credit card approval rate with a Naïve Bayesian Classifier with an accuracy of 0.77.
- 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 evaluated a customer's approval factor based on credit score.
- Created a Data Warehouse from various relational databases of a massive credit company with over 900,000 rows.
- Designed and developed complex ETL mappings with SSIS to convert and filter data, in turn reducing data redundancy by 14.56% based on business use cases and functional requirements.

**Cognizant Technology Solutions:** Program Analyst (Big Data Analysis using Hadoop Framework) Sept 2015 – July 2016

- Managed the huge amount of unstructured data generated from health systems to facilitate effective resource allocation and scheduling within a hospital network with an efficiency quotient of 84%
- Developed MapReduce code for transformation of unstructured data to load into HDFS, and Hive queries to store the structured data in table format and perform analysis.
- Analyzed the data with python to generate a graphical representation of data with python libraries (NumPy & Matplotlib) and identified 5 distinct variables to boost scheduling efficiency.
- Comprehensive experience in various phases of SCRUM such as requirement gathering, analysis, designing, sprint planning, backlog creation, testing and deployment.

## EDUCATION

**Northeastern University, Boston, MA**

Master of Science in Engineering Management

Aug 2018

Courses: Data Mining, Financial Planning, Data Warehousing and Business Intelligence, Probability and Statistics

**SRM University, Chennai, India**

Bachelor of Engineering in Electronics and Instrumentation

May 2015

Courses: Statistical Analysis, Engineering Economics