Sruthi Yaram Reddy

Sr. Data Analyst

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**Professional Summary:**

* Around 10+ years proficient in data analysis techniques including statistical analysis, data mining, and predictive modeling.
* Skilled in data cleansing, manipulation, and database management for ensuring data accuracy.
* Proven track record of solving business problems through data interpretation and providing actionable insights.
* Extensive experience in drafting, negotiating, and managing procurement contracts.
* Experienced in end-to-end project management of data projects, adhering to deadlines and delivering quality results.
* Extensive experience in procurement processing and management, including leadership and supervisory roles.
* Assisted in the acquisition, accountability, assignment, maintenance, and disposal of agency property.
* Experienced in capturing and tracking data states as entities progress through different stages of a business process, utilizing data lifecycle management techniques to monitor changes, updates, and transitions in data states over time.
* Handled data migration from various sources like Oracle, MySQL, and Teradata to Hive, HBase, and HDFS, optimizing data storage and retrieval.
* Proficient in creating advanced visualizations and interactive dashboards using Power BI and Tableau, transforming complex datasets into actionable insights for stakeholders across various business domains.
* Designed and developed executive-level dashboards and reports in Power BI and Tableau, incorporating custom calculations, parameters, and dynamic filters to address specific business requirements and user preferences.
* Collaborative team player, working effectively with cross-functional teams to achieve organizational goals.
* Detail-oriented approach in data analysis processes, ensuring accuracy in findings and reports.
* Business-minded, aligning data analysis efforts with organizational objectives to drive strategic decision-making and business growth.
* Created and maintained SQL queries for ad-hoc reporting, enabling teams to retrieve critical data on-demand.
* Experienced in advanced analytics techniques such as machine learning and artificial intelligence for predictive modeling and forecasting.
* Proficient in data storytelling, presenting insights visually and effectively to stakeholders using charts, graphs, and presentations.
* Demonstrated strong problem-solving skills by developing innovative solutions to complex procurement and property management challenges.
* Skilled in data governance and compliance, ensuring data privacy and security standards are met.
* Demonstrated ability to identify opportunities for process improvement and automation within data analysis workflows.
* Familiarity with Big Data technologies such as Hadoop, Spark, and Hive for handling and analyzing large datasets.
* Proven track record of driving revenue growth and cost savings through data-driven strategies and initiatives.
* Demonstrated a strong commitment to serving the community and engaging in professional development.
* Strong communication skills, adept at translating technical findings for non-technical stakeholders.
* Strong problem-solving skills, with the ability to think critically and creatively to address complex business challenges.

**TECHNICAL SKILLS**

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| **Languages** | R, SQL, Java, HTML, CSS, SAS, UNIX Scripting, Perl, XML |
| **Python Libraries** | NumPy, Pandas, Scikit learn, NLTK, Seaborn, Matplotlib, Plotly, Keras, SparkSQL, Spark RDD, Spark MLib, PySpark |
| **Cloud** | AWS - EC2, S3, IAM, RDS, Lambda, EMR, Glue, Sage Maker, Snowflake |
| **IDEs** | PyCharm, Eclipse, IntelliJ |
| **BI Reporting Tools** | Tableau, Power BI |
| **ETL Tools** | SSIS, SSRS, SSAS |
| **Other Tools** | MS Excel, Macros, VBA, VLOOKUP, Talend, Teradata |
| **Versioning Tools** | SVN, Git, TFS |
| **Databases** | MySQL, NoSQL, PostgreSQL, Microsoft SQL Server, MongoDB |
| **Operating Systems** | UNIX, Linux, Windows |
| **Other Skills** | Data Visualization, Machine Learning, Deep Learning, Data Mining, Business Analytics, Data wrangling, Hypothesis Testing, Ad hoc Analysis |

**WORK EXPERIENCE**

**Client: Metronet, Bloomington, IL May 2024 - Current**

**Role: Sr. Data Analyst**

**Responsibilities:**

* Utilized the Waterfall methodology for development, including comprehensive requirements planning, design, and deployment.
* Engineered and implemented over 20 data quality scripts using SQL to validate successful data loads and ensure data integrity, establishing robust quality assurance measures throughout the financial data lifecycle.
* Executed SQL queries to extract and analyze data from relational databases, achieving a 10% improvement in data accessibility.
* Optimized data models to significantly increase efficiency by 25% and drastically reduce processing time for large datasets (>1TB).
* Improved overall data quality by 15% through thorough data cleaning and preprocessing, significantly enhancing data accuracy.
* Performed advanced statistical analysis and data mining, consistently delivering actionable insights for strategic decision-making.
* Implemented SQL-based data validation scripts to ensure accuracy and consistency of key business reports.
* Created interactive dashboards and reports using Tableau, Power BI and SSRS, improving data accessibility and understanding.
* Reduced infrastructure costs by 30% through leveraging AWS to ensure scalable and efficient data processing and storage solutions.
* Enhanced fraud detection accuracy by 40% by effectively applying advanced machine learning models to identify fraudulent cases.
* Reviewed and analyzed medical claims data for accuracy and compliance, supporting effective healthcare business decision-making.
* Conducted comprehensive User Acceptance Testing (UAT) for healthcare analytics projects, ensuring regulatory compliance.
* Collaborated with senior data analysts to develop SQL-based data pipelines, ensuring smooth data flow across departments.
* Partnered with cross-functional teams to define and track key performance indicators (KPIs), increasing operational transparency.

**Client: ServiceNow, Santa Clara, CA Oct 2022 – May 2023**

**Role: Data Analyst**

**Responsibilities:**

* Spearheaded the development and implementation of impactful data analytics projects with a keen focus on improving employee productivity and their experiences using tools such as employee web/mobile portal, MS Teams, Miro, Workplace, Zoom, etc. within the Digital Technology Employee Experience.
* Engaged with executives, DT (Digital Technology) managers, service owners, and external vendors to assess and address business challenges concerning the adoption of employee services/tools, both before and after implementation.
* Performed A/B tests to improve user engagement and adoption rates, leveraging statistical data for informed business decisions.
* Worked on complex financial reporting each quarter for DT operations, which involved monitoring the performance metrics of the employee-enabled services/tools to improve the business value of the company from a bottom-up perspective.
* Examined Employee Value Survey (EVS) data for sentiment analysis intending to improve overall employee satisfaction across the organization. In addition, I worked with vast data sets on DT for IT operations and HR.
* Developed and implemented KPIs, collected and analyzed data, automated reporting, and built dashboards to gain insights on adoption of employee tools/services from their usage/clickstream data using various analytical tools
* Developed Restful endpoints to cache application specific data in in-memory data clusters like Redis and exposed them with Restful endpoints.
* Created interactive dashboards and visualizations of claims reports, competitor analysis and improved statistical data using Tableau.
* Worked on predictive analytics use-cases using Python language.
* Utilized PyQt to provide GUI for the user to create, modify and view reports based on client data.
* Developed business reports by writing complex SQL queries using views, volatile tables
* Conducted ad-hoc analysis, research, and special projects for managers, and presented findings to stakeholders across DT departments to support decision-making. Maintained SLA for the department.

**Client: Silicon Valley Bank, Santa Clara, CA Aug 2020 – Mar 2021**

**Role: Data Analyst**

**Responsibilities:**

* Implemented next-gen (SAS-based) Anti-Money Laundering (AML) monitoring system with advanced features for protection against financial fraud and to ensure regulatory compliance.
* Designed schema mapping, data modeling, validated data, and defined KPIs/KDIs for various functional modules (Account, Party, Loan, Transactions, etc.) using Oracle SQL and Tableau dashboards for visualization.
* Automated monthly reporting workflow using SAS to surface financial fraud alerts for compliance.
* Executed complex SQL test scripts and SAS programs for UAT and production testing to validate data accuracy and completeness.
* Implemented Scrum methodology to track and resolve AML data issues by leveraging JIRA.

**Client: Facebook, Menlo Park, CA March 2020 – Aug 2020**

**Role: Data Analyst**

**Responsibilities:**

* Optimized Facebook campuses' event space utilization, forecasted future space needs, and drove departmental initiatives by analyzing and extracting insights from data and improving the efficiency of the Internal Events Tool.
* Managed and maintained KPIs and metrics for multiple service teams, including Amenities, Community Engagement, Technology, Event Services, and Facilities Events.
* Created dashboard visualizations of data in Tableau, performed ad hoc data extraction and analysis using Presto/SQL, and collaborated with Facilities Events Team to validate the data collection pipeline and generate accurate insights.
* Acted as a subject matter expert on Facilities Events Team for process flows, prioritized, managed and beta tested software improvements, Implemented A/B testing strategy, and translated processes into technical requirements for software engineers to improve the Internal Events Tool.
* Trained and supported the Facilities Events Team on the proper use of the Internal Events Tool and developed processes, centralized documentation, and oversaw ticket queues while maintaining SLA.

**Client: University of San Francisco, San Francisco, CA Oct 2019 – Nov 2019**

**Role: Business Data Analyst**

**Responsibilities:**

* Extracted financial data and generated reports for inbound and outbound funds at the university grants department using SQL queries.
* Improved grants processes and workflows with PeopleSoft software and managed the ServiceNow system to handle grants-related inquiries and issues efficiently (SLA).

**Client: Orchard Supply Hardware, San Jose, CA Mar 2018 – Oct 2018**

**Role: Data Analyst**

**Responsibilities:**

* Experienced in performing analytics, generating financial reports, and modeling the financial impact of strategic initiatives related to POS, marketing, and merchandising.
* Interpreted and monitored business performance by integrating data from various sources, analyzing trends and operating results related to products and stores, and generating reports to support decision-making by executive leaders.
* Collaborated with different teams, generated forecasts, performed cost variance analysis, and contributed to the annual budget by establishing and maintaining Key Performance Indicators to measure performance trends.
* Skilled in building dashboards, reports, and visualizations in MicroStrategy and Excel, proficient in writing complex SQL queries, and participated in logical and physical data modeling for the data warehouse.

**Client: Software Bloc, Dallas, TX Jun 2017 - Oct 2017**

**Role: Data Analyst**

**Responsibilities:**

* Worked with Purchasing, Payables, and General Ledger modules in PeopleSoft to define business requirements, analyze requirements, and establish a detailed system design document that streamlined processes, improved functionality, and tested and documented the system.
* Created user-specified queries, reports, and performed database operations using SQL to support business needs.

**Client: Capgemini, Dallas, TX Feb 2017 - May 2017**

**Role: Business Analyst**

**Responsibilities:**

* Led the digital transformation of H1 filing and extension process from paper-based to online within the organization, collaborating with stakeholders globally.
* Conducted GAP analysis of existing and new systems, created business process diagrams, documented user requirements, and prepared wireframes and UAT cases in Agile mode.

**Client: Star Casualty Insurance Company, Miami, FL Mar 2016 - Dec 2016**

**Role: Data Analyst**

**Responsibilities**

* Implemented new agent and customer portals (web and mobile), resulting in a 7% increase in revenue and a reduction in customer care traffic.
* Led change management and scope control efforts for the portals and collaborated with a cross-functional team to integrate best practices and third-party technologies. Conducted UAT and manual testing.
* Conducted extensive data analysis using SQL, defined ETL processes, and generated reports on trend analysis, market segmentation, revenue, profitability, product performance, agent performance, and operational insurance metrics.

**Client: Florida International University, Miami, FL May 2015 - Feb 2016**

**Role: Data Analyst**

**Responsibilities**

* Developed a Ticket Management System on .NET platform and defined the migration process from paper-based to the new system, resulting in a 75% increase in customer satisfaction and 40% reduction in unhandled tickets.
* Managed inventory database system using SQL, performed CRUD operations, created timely reports, and designed KPI dashboards on Tableau for visualizations. Optimized inventory to prevent losses and increase profits by 10%.

**Client: Polaris Financial Technology, Chennai, India Sep 2011 - Dec 2014**

**Role: Software Engineer**

**Responsibilities**

* Developed financial applications on .NET and SQL platforms for financial companies related to corporate banking and debt management by analyzing business requirements and using programming and analytical skills.
* Utilized SQL skills on large databases for extracting information, modifying database records, and writing embedded SQL queries for reporting purposes.

**Education:**

* Bachelor’s in information technology from Jawaharlal Nehru Technological University, India - 2011
* Master’s in information systems from Florida International University, USA – 2016