

Srividya Amireddy

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EXPERIENCE

Goldman Sachs Global

Aug 2024 – Present

Data Scientist

New York, NY

- Designed and implemented end-to-end machine learning pipelines using Python, TensorFlow, and Keras to predict customer churn, reducing attrition rates by 15% and driving actionable marketing insights.
- Spearheaded the migration of legacy ETL systems to cloud-based solutions with AWS services, improving data availability, scalability, and reducing processing latency by 30%.
- Built and maintained real-time recommendation engines and time series forecasting models (ARIMA, Prophet), optimizing decision-making and infrastructure planning.

Coforge

June 2019 - July 2022

Data Scientist

Remote

- Led the migration of enterprise-wide legacy data systems to AWS and Google Cloud, optimizing data warehousing with Redshift and BigQuery.
- Engineered automated ETL workflows and implemented data governance frameworks using Apache Atlas, ensuring compliance with GDPR and HIPAA standards.
- Designed and deployed real-time data monitoring and anomaly detection systems, reducing downtime by 20%.
- Developed interactive dashboards and reports in Tableau and Power BI, empowering leadership with actionable insights for strategic decision-making.

Data Scientist Intern

June 2018 – May 2019

- Assisted in designing and developing scalable data pipelines using Apache Kafka and AWS Glue, supporting real-time and batch data processing.
- Conducted performance testing and debugging of cloud ETL workflows, improving processing efficiency by 15%.
- Created documentation for data ingestion and transformation processes, enhancing knowledge sharing and team efficiency.

PROJECTS

Customer Loyalty Analysis for Flight Bookings | Python, Power BI

Jan 2023 – Apr 2023

- Analyzed the impact of loyalty promotions by modeling enrollment trends and booking behaviors in Power BI, achieving a 15% increase in program adjustment effectiveness through data insights.
- Designed a comprehensive data model in Python to monitor key loyalty metrics, enabling data-driven decisions that improved customer retention by 20%.

Bank Customer Churn Prediction and Segmentation | Python

Aug 2022 – Nov 2022

- Engineered a predictive churn model using logistic regression on a dataset of over 10,000 customer records, achieving 85% accuracy through data profiling and feature engineering.
- Analyzed model performance metrics, achieving a precision of 0.80, recall of 0.75, and an AUC score of 0.88, delivering a reliable model to support targeted churn prevention efforts.

TECHNICAL SKILLS

Languages: Python, SQL, JavaScript, HTML/CSS, R

Machine Learning & Statistical Methods: Regression (Linear/Logistic), Decision Trees, Random Forest, KNN, Naive Bayes, SVM, Gradient Boosting, PCA, LDA, Time Series Analysis, TensorFlow.

Data Visualization & Reporting: Tableau, Power BI, Excel, Matplotlib, Seaborn, Jupyter Notebook

Data Engineering and Big Data: Apache Spark, Hadoop, SQL, Airflow, Kafka.

Cloud Engineering: AWS (S3, EC2, Lambda, SageMaker), Azure ML, Docker, Git, Jenkins

EDUCATION

The State University of New York Buffalo

Buffalo, NY

Master of science in Operations Research

Aug 2022 - June 2024

Visvesvaraya National Institute of Technology(NIT Nagpur)

Nagpur, India

Bachelor of Technology in Engineering

July 2016 - July 2020