Kotha Durga Vijaya Lakshmi

Senior Data and Business Analyst

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Professional Experience

RedCarpet Tech

Business Analyst

June 2019 - Present

- Deployed model-based collection strategies that increased the collection efficiency by 50%, reduced the NPA by 30% and reduced the manual staffing by 25%.
- Generated 2 new revenue lines which contributed 20% to the revenue of the company.
- Built models for assigning limits and predicting the NPA based on customer behavior.

Data Analyst

June 2018 - June 2019

- Developed and implemented multiple policies to underwrite and extend the credit of the users, built multiple prediction models for underwriting the existing customers.
- Designed a system to send campaigns to customers through various notification methods.
- Worked on API for comparing if the facial images provided in documents are matching with the user or not and identify if an image is a Student ID or not.

Data Analyst Intern

Jan 2018 - June 2018

- Generated reports to analyze the growth and risk in the portfolio using Seaborn and made scheduled jobs for daily reporting using Apache Airflow.
- Devised strategies to provide higher amounts of loans to new customers.

Rural Internship at Pass NGO

Dec 2016 - Jan 2017

- Stayed in a village for a month and analyzed the problems villagers were facing and how they impacted their daily life and created a plan to mitigate the issues.
- Built a website for the NGO so they could collect the funds from people and share their projects planned to help the villagers.

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IIIT Vadodara, Gujarat

June 2014 - Apr 2018

B Tech IN INFORMATION TECHNOLOGY, Grade: 7.55 CPI

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Programming Languages: Python, Java, MySQL, PostgreSQL, NoSQL, C

Libraries: TensorFlow, PySpark, Scikit-Learn, NumPy, Pandas, Matplotlib, Seaborn, Bokeh

Software Skills: Git, Jupyter Notebook, Google Colab **Frameworks:** Apache Airflow, Apache Spark, PyTorch

Databases: Postgres, MySQL, MongoDB,

Areas of Expertise: Data Analysis, Business Analysis, Data Visualization, Data Mining, Machine Learning

Roles and Responsibilities

- Was leading the collection department for the past 1 ½ years which has a team of 5 managers and around 300 employees.
- Was a leader for 2 of my projects Pics Vault and Quiz APP.