

## A SHIVANI REDDY

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### EDUCATION

**BVRIT College of Engineering For Women, India**

*Bachelor of Engineering – Information Technology*

**Sept 2020 – July 2024**

*CGPA - 6.98*

**Candor Shrine I School, India**

*Intermediate – CBSE*

**Mar 2019 – May 2020**

*CGPA - 8.00*

### WORK EXPERIENCE

**Cognizant**

**Hyderabad, India**

**Junior Data Analyst**

**March 2024 – Feb 2025**

- Spearheaded weekly analysis of Client's key metrics by using a Python framework for web scraping, Tableau and Excel for data collection, dashboard management, & insight generation improving strategic decisions by 25%.
- Developed and Optimized Tableau dashboards for data-driven decision-making, which identified effective marketing strategies and enhanced overall performance by 70%.
- Analyzed Total Cost Ownership (TCO) data for Plug-in Electric Vehicles using SQL, Tableau, and MongoDB; identified cost-saving opportunities that reduced expenditure by 5% within the first quarter.
- Streamlined marketing & communication brief's KPI tracking dashboard, reduced QA time by 25 minutes.

**Accenture**

**Hyderabad, India**

**Data Analyst Intern**

**Aug 2021 – Jun 2022**

- Revamped data analysis process by implementing regression analysis, time series forecasting, and clustering techniques in MS-Power BI, resulting in 95% increase in efficiency of metric tracking.
- Implemented advanced web scraping techniques with Beautiful Soup, Selenium and advanced modeling techniques, resulting in 45-minute reduction in turnaround time for financial reporting processes
- Created interactive tableau dashboards for monitoring market share and performance, providing actionable insights to the leadership based on real time market analysis.
- Collaborated with marketing, finance, and operations to identify opportunities for process automation and optimization, resulting in a 10% increase in efficiency and cost savings annually.

### PROJECTS

**Auto Title Craft**

**Sept 2023 – April 2024**

- Developed an intelligent Title Generator tool using Python, leveraging NLP techniques including BERT-based summarization, YAKE keyword extraction, and transformer models to generate concise, relevant, and attention-grabbing titles from text content.
- Implemented evaluation using ROUGE and BLEU metrics to ensure the quality and accuracy of generated titles, supporting use cases for content creators, journalists, and marketers to enhance efficiency and engagement.

**Facemask Detection**

**Jan 2024 – March 2024**

- Built a real-time face mask detection model using Python, OpenCV, and Mobile Net; processed unstructured image data to identify mask usage with high classification accuracy, supporting public health compliance initiatives.
- Performed data preprocessing, feature extraction, and EDA on image datasets; applied classification metrics (accuracy, precision, recall) to evaluate model performance and deliver actionable insights for surveillance analytics.

### SKILLS AND CERTIFICATIONS

- **Business Intelligence:** MS - Power BI (Power Query, DAX, Power Apps), Tableau, Mongo DB, Snowflake
- **Database/ Big Data:** SQL, AWS, Apache Hadoop, Hive, Python, R, Machine Learning
- **Data Analysis and ERP:** MS- Excel, VLOOKUP, Pivot Tables, Data Analysis Tool Pack, Salesforce
- **Web Analytics & Certifications:** HTML& CSS, Data Analytics
- **Tools:** Git, GitHub, VS Code, IntelliJ IDEA, SDLC (Agile methodology)