GAYATHRI RAMU

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Analytics self-starter in analyzing data, providing recommendations, building ML/AI models for stakeholders, and delivering actionable insights by creating a story with data. My expertise in Python, mathematics, and statistics allows me to effectively build predictive modeling and analyze complex data to uncover hidden patterns to boost business outcomes.

WORK EXPERIENCE — Brandidea Granular Analytics — Apr 2021 – Current

Associate Data Scientist

- Developed Time Series models via Statsmodel to analyze demand forecasting for an 11% increase in revenue.
- Utilized NLP to SQL OpenAI API to enhance the company's product, streamlining user interactions, and reducing the number of clicks required for tasks.
- Designed and implemented machine learning models for different data decisions and backend automation.
- Led a team of 3 Python Associates.

Data Analyst

- Created a delivery route plan for Logistics with a self-built algorithm using an API and previous coverage data that reduced investment expenses while generating additional revenue of more than ₹3 Million.
- Automated data extraction from 100+ sites via Web Scraping, Selenium and OpenCV reducing data processing time by 75%. Websites include Youtube, Instagram, Google Maps.
- Developed a store name segmentation system with data cleansing, NLP and ML, resulting in a 70% reduction in manual text segmentation by reducing 40 production hours.

Data Analyst Trainee

- Created insightful Dashboards with Power BI to uncover KPI's from data to make revenue-related decisions.
- Ranked Outlet Data points for clients with Statistical analysis and Spatial analysis.

SKILLS

Python(Pandas, Scikit-learn, Numpy, Pyspark), SQL, Excel, Power BI, Statistics, Azure Databricks.

Recommendation, Cluster Analysis, Retailer Segmentation, API Integration, Anomaly detection.

Business Understanding, Idea Transfer, Client Needs, Report Explanation, Communication.

EDUCATION

Women's Christian College - Master in Computer Science and Technology
June 2016 - Mar 2021 (5 year Integrated Program) CGPA : 8.6/10