Srikanth Babu Kotapati

Data Analyst | Business Analyst
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Champaign, Illinois

A solutions-driven analyst with nearly 46 months of experience panning across diverse industries in consulting management. An ambitious and motivated professional with strong analytical, problem-solving, and self-starter abilities seeking an impetus to explore and contribute to the exciting field of data analytics.

TECHNICAL SKILLS

Analytical Tools: SQL, Excel, Power Pivot
Data Visualization: Power BI, Tableau
Programming: R, Python
Database Management: Data Modelling – SQL Server, MongoDB, ETL, Knime
Quantitative Skills: Machine Learning – Supervised and Unsupervised, A/B Testing, Statistics and Probability, Casual Analysis
Machine Learning and Python Libraries: Pandas, NumPy, scikit-learn and TensorFlow
Cloud Computing Platforms: Microsoft Azure, Google Cloud Platform – BigQuery, dbt
Computational Platforms: Wolfram

EDUCATION

University of Illinois Urbana-Champaign, Gies College of Business Aug 2023 – Expected Graduation May 2024
Master of Science, Business Analytics, GPA 4.0/4.0

Osmania University, University College of Engineering Aug 2015 – May 2019
Bachelor of Engineering, Mechanical Engineering, GPA 8.97/10.0

PROFESSIONAL EXPERIENCE

Gies College of Business **Champaign, USA**
Research Assistant | Data Scientist & Advanced LLM Engineer **Jan 2024 – Current**

- Reduced literature review times for scholars by developing a central repository for sustainability research, utilizing Large Language Models (LLMs) for text summarization.
- Tangible interactive application developed by acting as Product Manager using Retrieve Augmented Generation (RAGs) to automate summary creation, enhancing accessibility and comprehension of complex sustainability topics.
- Leveraged advanced AI techniques to streamline repository search functionality, significantly improving research efficiency and facilitating scholarly collaboration in sustainability studies.

Graybar **Champaign, USA**
Project Lead | Data Scientist - Analytics partner to Graybar **Sep 2023 – Current**
Engineered and implemented a predictive model for Graybar, optimizing decision-making in new stock item requests, providing insights on restocking, discounted quantities, or refraining, leading to significant cost reductions, and enhancing operational efficiency by maximizing selling opportunities.

- Conducted in-depth explorative analysis on historical data employing descriptive statistics and visualization techniques to unveil data distributions and patterns, facilitating informed decision-making in subsequent project phases.
- Performed data processing and feature engineering for implementation of different classification models and systematically assessed the accuracy of each model, guiding an iterative refinement process that enhanced precision.
- Leading the deployment of an envisioned web app through a robust pipeline. Interactive platform educates users on new stock requests probabilities and quantifies anticipated cost savings, ensuring a concise and user-friendly decision-making experience.

Saras Analytics **Hyderabad, India**
Business Analyst - Solutions and analytics partner to eCommerce brands and Amazon marketing agencies. **Feb 2022 – Aug 2023**

- Automated inventory restocking decisions with ensemble regression techniques on historical data, factoring in lead times and minimum weeks of coverage. Achieved a 15% reduction in stockouts and a 10% decrease in excess inventory costs.
- Conducted RFM analysis, optimizing customer segmentation for targeted strategies, leading to an 18% increase in conversion rates and a 12% reduction in marketing expenses through precise KPI utilization.

- Improved customer experience by contributing to the design and formulation of A/B testing experiments, increasing e-commerce site conversion by 13%.
- Designed data models, organized through aggregation, and performed data wrangling for automated Business Intelligence (BI) reports. Resulted in elevated data quality and optimized decision-making processes.
- Delivered comparative analytics to a brand and crafted data simulations facilitating a seamless transition from vendor central to seller central, resulting in increased profit margins.

Addend Analytics   **Navi Mumbai, India**
Data Analyst – Analytics partner to Home Services, Financial Services, and NGOs.   **Mar 2021 – Jan 2022**

- Enabled informed executive decisions by developing and delivering intuitive Power BI reports, offering comprehensive insights into finance operations for key stakeholders.
- Optimized workforce deployment for a home services brand by developing a demand-forecast model by leveraging historical weekly patterns to derive an optimal workforce size, resulting in a significant reduction in operational costs.
- Established a data warehouse by designing robust data models and implementing ETL pipelines. These pipelines fueled daily operational reports, enhancing data-driven decision-making processes.

BI Analyst, Freelancer   **Hyderabad, India**
BI Analyst - Analysis of call center operations.   **Oct 2020 – Mar 2021**

- Enhanced visibility into call center operations by modeling the data and creating Power BI reports, delivering a comprehensive BI solution for improved decision-making.
- Crafted interactive end-to-end dashboards, deriving key business metrics and influential factors, leading to improved strategies, resulting in a 14% enhancement in service levels and an 8% reduction in average waiting times.

Merilytics   **Hyderabad, India**
Technical Associate - Analytics partner for a food chain company.   **Jun 2019 – Jun 2020**

- Analyzed food chain data, derived CLV and AOV insights, and crafted a targeted dashboard for personalized promotions, driving increased customer engagement and revenue growth of 15%.
- Collaborated with senior leadership to ideate and design a recruitment portal, integrating valuable insights to enhance and streamline the recruitment processes resulting in significantly contributed to time efficiency for the HR team, facilitated seamless profile tracking, and provided hiring managers with streamlined interview and evaluation process.

PROJECTS

Property Value Assessment   **UIUC, Champaign**
Project Lead | Data Scientist   **Oct 2023 – Dec 2023**

- Utilized latest historic data for in-depth exploratory analysis, gaining insights into property value determinants by applying preprocessing techniques and engineered features for highly accurate predictive models.
- Provided crucial insights for risk identification and mitigation in property values by implementing iterative model refinement, ensuring continuous improvement and adaptability to market dynamics for sustained relevance and effectiveness.

Yelp Data Analysis and Restaurant Planning   **UIUC, Champaign**
Project Lead | Business Analyst   **Oct 2023 – Oct 2023**

- Engineered ETL Pipeline for Yelp Kaggle JSON Data, transforming it with Pandas and integrating into Azure MySQL. Modeled data via ERD and SQL for efficient storage and retrieval.
- Analyzed Yelp data to comprehend customer behavior, preferences, and trends, informing strategic decisions for starting new restaurant.

MongoDB Migration and Knime Workflow Automation   **UIUC, Champaign**
Data Engineer   **Dec 2023 – Dec 2023**

- Orchestrated the migration of MongoDB collections to another cluster, ensuring data integrity and accessibility while simultaneously creating and optimizing new collections showcasing MongoDB administration skills.
- Implemented Knime workflows to seamlessly access MongoDB data, execute data transformations, and engineered data pipelines for dashboard integration, demonstrating proficiency in data processing and automation.