

Preethi Peelamedu Surendran

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SUMMARY

Experienced Data Analyst with 4+ years skilled in Python, R, SQL, Tableau. Expertise in statistical modeling and predictive analytics, with a proven track record in driving data-driven decisions and operational improvements.

EDUCATION

University of Illinois Urbana – Champaign, Gies College of Business **Urbana-Champaign, IL**

M.S. Business Analytics (STEM), GPA: 3.92/4

May 2024*

Relevant Coursework: Big Data Analytics in Finance, Database Management, Marketing Analytics

Anna University, PSG College of Technology

TamilNadu, India

B. Tech Information Technology, GPA 3.84/4

Apr 2019

Relevant Coursework: Data Structures, Operating Systems, Artificial Intelligence, Data Mining

SKILLS AND CERTIFICATIONS

Programming	Python, R, SQL, SAS, core JAVA, HTML
Databases	MySQL, PostgreSQL, Microsoft Azure SQL Databases, MongoDB, AWS, NoSQL, Snowflake
Python Packages	Pandas, NumPy, Matplotlib, Scikit-learn, SciPy, TensorFlow, Seaborn, Keras
Tools & Cloud	Tableau, Power BI, KNIME, R Studio, Microsoft Office Suite, Git, Azure
Certifications	Google Data Analytics, Microsoft Azure Fundamentals (AZ-900), Salesforce Admin & CPQ

PROFESSIONAL EXPERIENCE

University of Illinois Urbana- Champaign **Urbana-Champaign, IL**

Research Assistant – Gies College of Business

Jan 2024 – May 2024

- Conducted comprehensive data mining and web scraping to extract emotional features from patient profiles using Convolutional Neural Networks (CNNs), analyzing impact on donor behavior that caused a 15% increase in growth.

Associated Wholesale Grocers

Urbana-Champaign, IL

Data Analyst Intern

Sep 2023 – May 2024

- Merged over 1.3 million rows of sales data to correlate promotions with sales performance, identifying a negative impact of specific discount event drives on sold quantities using Ordinary Least Squares (OLS) regression analysis.
- Leveraged Excel and Python to merge and analyze large datasets, revealing key insights into how event-driven promotions influenced product sales, emphasizing data-driven decision making and guiding marketing adjustments.

Protominds Solutions

TamilNadu, India

Software Analyst II - Compliance Automation

Jun 2021 – Jun 2023

- Streamlined deployment on AWS cloud infrastructure by creating dedicated Docker images on Kubernetes ensuring consistent performance achieving enhanced system reliability and scalability.
- Implemented and managed the CI/CD pipeline DevOps with Git, automating testing and integration to streamline development and delivering 2 major version releases with increased code quality and development efficiency.
- Directed a seamless transition to Zuora ERP, leveraging stakeholder requirement gathering communication and collaboration to enhance revenue data analysis accuracy by 10% improving data-driven financial insights.
- Implemented Agile methodologies and managed JIRA tasks, leading to a 25% increase in team productivity and delivery speed, demonstrating my effectiveness in project management processes and key performance metrics (KPI).

Software Analyst I - Compliance Automation

Jun 2019 – Jun 2021

- Orchestrated the end-to-end SDLC of FiNiCS, a Springboot microservices architecture integrating Hadoop and R for data-intensive tasks.

PROJECTS

- Real Estate Valuation Modelling** - Implemented XGBoost predictive models and statistical analysis to address property valuation challenges achieving 88.67% accuracy rate, improving the precision of tax assessment.
- Predictive Modelling for Risk Management** - Developed a Decision Tree model and data visualization to enhance risk management, achieving 88.8% accuracy in identification of at-risk borrowers, aiding proactive financial planning.
- Market Analysis** - Engineering complex data pipeline using MySQL and KNIME, connected to MongoDB, for Yelp data analysis and an interactive dashboard that projects sales and pricing trends for Cryptopunks.
- Analytics of Market Volatility for Airlines** - Conducted regression and text analysis using Python over 14k+ airfare and 2k+ stock price entries, revealing key market shifts for major airlines providing insights into industry resilience.

LEADERSHIP EXPERIENCE

Leader, MSBA Student Leadership Council, Gies College of Business

Sep 2023 – May 2024

President, Entrepreneurs Club, PSG College of Technology

Jul 2018 – Jun 2019