

Siri Maddala

maddala3@illinois.edu • (716) 259-5905 • [LinkedIn](#)

Analytics professional with 3 years of extensive experience in data modelling, data transformation, data warehousing, ETL and data visualization using technologies like Qlik Sense, Alteryx, Python, SQL, Advanced Excel with very good project management skills. I have a strong experience in Qlik Sense development. I'm currently pursuing my masters to learn data strategy and advanced analytical techniques to assist in strategic decision making.

Education

University of Illinois at Urbana-Champaign (UIUC) Aug 2023 – May 2024

Master of Business Analytics

CGPA: 4.0/4.0

Course work: Machine learning concepts such as optimization, regression, classification, regularization, decision trees, neural networks and reinforcement learning using R and Python in AWS, Text Analytics, Causal analytics, A/B testing using randomized experiments and natural experiments. Enterprise database management using SQL which includes optimally using aggregations, joins, CTEs, window functions, triggers, stored procedures, Normalizations such as 1NF, 2NF and 3NF and use of REST and GraphQL APIs, Wolfram Mathematica.

National Institute of Technology, Nagpur (NIT Nagpur)

Jul 2016 – May 2020

Bachelor of Technology, Chemical Engineering

CGPA: 8.09/10

Professional Experience

Gies College of Business, UIUC (Part-time)

Champaign, IL

Course Assistant

Jan 2024 – May 2024

- Assisting course instructors and students by managing live sessions of iMBA for courses BADM 572: Statistics for management decision making and MBA 564: Applying data analytics in marketing

Horizon Hobby

Champaign, IL

Capstone Project

Aug 2023 – May 2024

- Analyzed the customers of horizon hobby wholesale segment, performed feature engineering and generated customer segments by using clustering algorithms like agglomerative clustering. Took up client facing role as team lead and managed a team of 5 students.

Novartis (Full-time)

Hyderabad, India

Analyst

Sep 2021 – Jul 2023

- Analyzed market for a specific brand and country in terms of sales, field force channels of marketing and competitive landscape and assisted data science team to perform market mix modelling to determine ROI of each promotional channel.
- Extensively worked on Alteryx and Qlik Sense and created dashboards following best data storytelling practices to generate insights to business.
- Developed an enterprise level reporting platform by integrating 20+ databases for oncology business unit of medical affairs using Qlik Sense to streamline decision making for 1000+ users by bringing everything at one place. Used PowerAutomate and Python to show real time data.
- Accomplished in agile project management including gathering requirements, project scoping, project planning, project execution and efficiently handled complex projects end to end involving multiple clients and achieved 100% CSAT.

Associate Analyst

Aug 2020 – Sep 2021

- Developed an integrated platform to visualize multi-channel customer engagement and performance metrics of established medicines using data sources such as Veeva CRM, SFMC, internal sales and third-party email reports.
- Developed automated dashboard to track website performance metrics of a disease awareness website such as sessions, average time, traffic channel, conversions, and paid media channel metrics such as impressions and CPC.
- Proficient in data processing, ETL, data modelling and data visualization using technologies like Alteryx, Python and Excel.

Projects

Impact of ChatGPT launch on Stack Overflow (Python)

Feb 2024 – Mar 2024

- Extracted data using API Stack Overflow and performed regression discontinuity to measure the casual engagement reduction on Stack Overflow using metrics such as number of questions, answers and views.

Prediction of property prices based on historical properties (R)

Dec 2023 – Dec 2023

- Cleaned data, normalized data, selected features from 50+ property attributes and explored ML techniques such as random forest, lasso regression to identify the algorithm which can accurately predict property prices.

Yelp Restaurants rating analysis (SQL)

Nov 2023 – Nov 2023

- Extracted reviews data using Yelp GraphQL API and Kaggle and analyzed data to generate insights on qualities of top-rated restaurants.

Image classification using Deep neural networks and convolutional neural networks (Python)

Oct 2023 – Oct 2023

- Developed neural network to classify fashion products into categories with DNN and CNN using TensorFlow in Python.

Skills

Technical Skills: SQL, Python, R, Qlik Sense, Alteryx, Knime, Advanced Excel, Power Automate, Power Apps, Wolfram Mathematica

Other Skills: Machine Learning, Statistical Modelling, Project Management, Project Planning, Stakeholder Management

Certifications: Microsoft certified Azure AI Engineer associate, Microsoft certified Power BI data analyst Associate