

# Balakrishna Reddy Channareddy

[linkedin.com/in/bala-krishna-7483a7322](https://www.linkedin.com/in/bala-krishna-7483a7322) | [balu88010@gmail.com](mailto:balu88010@gmail.com) | +1 425-221-5843

## Summary

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Master's student in **Business Analytics** with expertise in **SQL, Python, Spark, and AWS**. Skilled in designing and automating **ETL pipelines, relational/star schemas, and data warehouses**. Hands-on experience with **big data processing, query optimization, and dashboards (Tableau, Power BI)**. Passionate about building **scalable, reliable data infrastructure** to support Amazon's data engineering systems.

## Education

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MS in Business Analytics, **University of the Pacific**, Stockton, CA

GPA: 3.9/4.0

BS in Computer Science, **Marri Laxman Reddy Inst. of Technology**, India

GPA: 3.6/4.0

## Skills

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**Data Engineering:** ETL, Data Warehousing, Schema Design, Distributed Systems

**Programming:** Python (Pandas, NumPy, PySpark), SQL, Java, C++, R

**Databases/Big Data:** AWS Redshift, MySQL, MongoDB, Hadoop, Apache Spark

**Visualization/Cloud:** Tableau, Power BI, Excel, AWS (S3, EC2, Lambda)

## Projects

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### Signature Verification using CNN & HOG

(2024)

- Developed a **biometric verification system** to distinguish genuine vs. forged signatures.
- Built a **deep learning pipeline** with CNN + HOG feature extraction and stored outputs in a **SQL database**.
- Achieved **92% accuracy**, demonstrating scalable ML integration with structured data pipelines.

### Smart Dashboard – Shiny for Python

(2025)

- Designed an **interactive BI dashboard** that accepts CSV/Excel uploads and auto-generates summaries, plots, and KPIs.
- Integrated **voice recognition** and optional **AI-powered insights (LLMs)** to enhance business decision-making.
- Delivered an end-to-end solution combining **ETL, visualization, and AWS deployment**, simulating real-world BI workflows.

### Customer Feedback ETL Pipeline

(2025)

- Built an automated **ETL pipeline (Python + SQL)** to process **10K+ raw reviews** into a relational schema.
- Created **Tableau dashboards** analyzing adoption trends and customer sentiment.
- Reduced manual reporting effort by **30%**, improving scalability and data accessibility for stakeholders.

## Certifications

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Python & SQL – 360DigiTMG | AWS Data Analytics Fundamentals (in progress) | Power BI & Tableau – LinkedIn Learning | Data Analytics & ML – Udemy