

Balakrishna Reddy Channareddy

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Summary

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

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

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

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

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