Aaditya Srinivasan

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SUMMARY

Currently seeking full-time opportunities in the data analytics field, with strong proficiency in data manipulation, analysis and visualization.

SKILLS

- **Certificates:** Intermediate R (Data Camp), Power BI (Udemy), Google Analytics, Scaling with Google Cloud, Meta Certified React
- **Programming:** SQL (RDBMS), Python (Pandas, NumPy, Matplotlib), R, SAS, HTML, CSS, JavaScript, Java
- **Tools:** Power BI (DAX), Alteryx, Tableau, Excel (VLOOKUP, Power Query, Pivot Tables), Jupyter Notebook
- **Databases**: MS SQL, Oracle, MySQL, PostgreSQL, MongoDB
- **Cloud Services**: Snowflake, AWS, Azure (Databricks)

EXPERIENCE

Data Analyst | Sportsexcitement LLC, USA   Aug 2024 – Present

Description: *Working closely with UX/UI designers, development teams, and Scrum Masters to analyze customer purchasing patterns driving revenue growth*

- Analyzed customer purchasing patterns using SQL and MS Excel, and integrated findings into interactive Tableau dashboards facilitating a 15% increase in revenue by providing actionable insights for sales strategies.
- Designed and implemented ETL pipelines to aggregate and preprocess data from diverse sports-related sources, enhancing data integration efficiency by 25% and ensuring robust data quality.

Data Analyst Intern, Commercial Analytics | KMK Consulting Inc, USA   Jun 2023 – Aug 2023

Description: *Worked with a team of 3 for comprehensive analysis of pharmaceutical datasets, driving strategic initiatives:*

- Leveraged the Vortex SQL platform to analyze over 100 pharmaceutical drug datasets, enhancing the understanding of generics, drug varieties, and interaction effects.
- Extracted insights from 20+ physician-level prescription data points, field force call activities, XPONENT and DDD, contributing to strategic initiatives and product analysis.
- Conducted in-depth analysis of chronic psychosis cases, treatments, and pharmaceuticals using Excel and Tableau, delivering actionable insights, effectively communicated findings to stakeholders through detailed market research reports.
- Executed a feasibility analysis for replicating an existing client portal with Power BI, leading to a **20% reduction** in potential project risks and enabling data-driven decision-making through enhanced visualization and reporting capabilities.

Data Analyst | Cognizant Technology Solutions, India   Oct 2021 – Jul 2022

Description: *Worked with a team of 10 to troubleshoot database issues, enhance application usability driving significant improvements in system efficiency and user engagement*:

- Troubleshot and resolved over 50 production database issues using PL/SQL, driving **a 30% reduction** in system errors and significantly enhancing data integrity.
- Revamped the user interface and architecture of two applications with Java, boosting user engagement by **25% through improved usability and design.**
- Engineered a high-performance Claims Management System, enhancing data handling efficiency by 45% and optimizing performance for comprehensive data analysis and mining.
- Directed patch management, deployment, and support operations, ensuring prompt delivery of service updates and seamless software installations.

Data Analyst Intern | Bharat Sanchar Nigam Limited, India   Nov 2019 – Dec 2019

Description: *Worked closely with a team of three to develop an IoT-based weather prediction system, focusing on system integration, data processing, and reporting improvements*:

- Developed IoT based weather prediction system to collect temperature and humidity data of a given environment.
- Architected and executed the integration of the system with ThingSpeak, enabling real-time data acquisition.
- Led the identification of key performance indicators (KPIs) and reporting needs, boosting project efficiency and strategic alignment by 45%.

ACADEMIC PROJECTS

Data Analytics Competition by Conagra Bands   Mar 2023 – May 2023

Goal: To assist Conagra in delivering data-driven solutions in the Tablespreads category, enhance customer engagement, and drive sales growth

- Conducted comprehensive analysis of 5 years of sales data using descriptive statistics, regression analysis, and Tableau dashboards.
- Formulated strategic recommendations, proposing adjustments in pricing, product attributes, and target demographics.
- Achieved a top 10 ranking among competitors, showcasing strong analytical and strategic abilities.

EDUCATION

Master of Science, Business Analytics   Aug 2022 – May 2024
The University of Texas at Dallas   GPA: 3.83
Coursework: Database Foundations, Predictive Analytics, Prescriptive Analytics, Data Visualization, Big Data , Applied Machine Learning, Operations Management

Bachelor of Engineering, Computer Engineering   Aug 2017 – Aug 2021
Anna University, Chennai, India   GPA: 8.27