

Vijayalakshmi Kalidindi

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- **Expertise:** Data Analysis, Google Tag Manager, Google Analytics, Google Data Studio, Python, Pandas, Numpy, TensorFlow, Scikit-Learn, MySQL, Tableau, Microsoft Azure Application Insights, Git

EXPERIENCE

- **RelevantOnline BV** Utrecht, Netherlands
Technical Web Analyst 10/2021 - Present
 - Responsibilities include setting up web analytics and data layer, designing and building datasets integrating new data management tools, analysing data and generating dashboards and reports
 - Used Google Analytics and Google Data Studio tools to track, report, and analyse website performance, customer trends, and visitor behaviour.
 - Used Google Tag Manager to setup web containers.
 - Experience working with both Google Universal Analytics and Google Analytics 4 to capture use behaviour.
- **510 - An initiative of the Netherlands Red Cross** Den Haag, Netherlands
Data Analyst Volunteer 06/2021 - 10/2021
 - Responsibilities include creating and maintaining web analytics dashboards using Azure Application Insights for the 121 platform, a disaster management app from 510.
- **Ironhack** Amsterdam, Netherlands
Data Analytics Boot-camper 10/2020 - 12/2020
 - Data cleaning and wrangling, statistical analysis, business intelligence, storytelling, machine learning with Python, MySQL and other tools.
 - My final project was Landmark Recognition where I used machine learning techniques to detect a landmark from a given image.
 - Models were trained using Convolutional Neural Network(CNN) and seeded with transfer learning from ResNet50 pre-trained models.
 - **Source code - Medium post**
- **The Pregnancy Pause** Hyderabad, India
Maternity Leave 03/2017 - 10/2020
 - Maternity break taking care of my kid.
- **Yantranet Technologies** Visakhapatnam, India
Software Engineer 01/2015 - 02/2017

Yantranet provides cloud-based IoT solutions such as Digital Signage, Kiosk & Cloud Analytics that sit on top of a custom-built IoT platform.

 - Created a Python based API (RESTful Web Service) using Django and MySQL to track device registrations and perform analysis, improving visibility of growth within the company.
 - Designed e-mail marketing campaigns using HTML and CSS, increasing the CTR for outbound campaigns by 30%.
 - Prepared and supervised customers relationship management databases (MySQL).
- **HCL career development centre** Chennai, India
Junior Software Developer - Trainee 04/2013 - 09/2013

- My time at HCL involved preparing web pages and attending training for tools and technologies in Web Develop.
- Created and Maintained static web pages and templates using JSP, HTML and CSS.
- Completed training for JSP, HTML & CSS.

EDUCATION

- **Ironhack Amsterdam** Amsterdam, Netherlands
Data Analytics Boot-camp 10/2020 - 12/2020
 - Data Analysis using Python (NumPy, Pandas) & MySQL, Data Wrangling, Data Cleaning, API's & Web Scraping, Inferential Statistics in Python & Business Intelligence, Data Visualization (Tableau, Matplotlib, Seaborn & Plotly), Build, Evaluate & Deploy Machine Learning Models and Pipelines (Scikit-Learn & TensorFlow)
- **Jawaharlal Nehru Technological University, Kakinada** Visakhapatnam, India
Bachelor of Technology, Computer Science 08/2009 - 05/2013
 - Relevant Courses: C Programming and Data Structures, Advanced Data Structures, Unix and Shell Programming, Object Oriented Programming (Java), Probability and Statistics, Data Warehousing and Data Mining, Database Management Systems

EXTRA-CURRICULAR ACTIVITIES

- **Indian Institute of Management, Visakhapatnam** Visakhapatnam, India
Women Start-up Programme 2018 04/2018 - 04/2018
 - Selected among the Top 100 for First Boot-camp at Indian Institute of Management, Visakhapatnam initiated by N S Raghavan Centre for Entrepreneurial Learning(NSRCEL) with a participation of 6000+ contestants.
- **Chegg** Hyderabad, India
Subject Matter Expert 02/2016 - 05/2016
 - Coached 100+ high school students on Advanced Mathematics and Programming and conducted sessions to clear questions from assignments.

LANGUAGES

- **English:** Professional Working Proficiency
- **Hindi:** Professional Working Proficiency
- **Telugu:** Native or Bilingual Proficiency

INTERESTS

- Reading, Cooking, Travelling, Listening to Music, Running, Hiking