JASWANTH VEERAGANTLA

jaswanth.veeragantla99@gmail.com | 507-908-5859 |
Hartford, CT | Website| LinkedIn |

SUMMARY

Data Analyst with experience leveraging SQL, Python, and cloud-native tools to deliver actionable insights that drive business impact. Passionate about enabling data-driven decision-making in dynamic environments like retail and logistics. Experienced in building scalable ETL pipelines, conducting A/B tests, and developing forecasting models to support strategic initiatives. Adept at translating complex data into clear narratives using dashboards and visual analytics tools like Power BI and Tableau. Passionate about uncovering trends, optimizing reporting pipelines, and enabling business teams to make data-driven decisions that improve efficiency and growth.

PROFESSIONAL EXPERIENCE

Machine Learning & Data Analysis Intern | Kaggle Competition   *March 2023 – May 2023*

- Built machine learning models which enhanced business decision support by analyzing structured customer datasets using XGBoost and Random Forest.
- Engineered and cleaned raw data which improved prediction consistency by applying advanced preprocessing, feature scaling, and outlier handling techniques.
- Conducted exploratory data analysis which uncovered behavioral trends by visualizing distributions and correlations through Python (Pandas, Seaborn).
- Tuned model hyperparameters which strengthened model performance by using GridSearchCV and cross-validation frameworks.
- Visualized feature importance which provided actionable insights by using SHAP values and interpretability dashboards for stakeholder communication.

Data Analyst, *Gogaga*   *June 2021- August 2023*

- Analyzed over 100,000 customer bookings which increased seasonal package sales by 18% by performing trend and demand forecast analysis in Python (Pandas, Matplotlib).
- Built interactive dashboards which reduced manual reporting time by 50% by automating SQL data pulls and refresh cycles in Power BI and Tableau.
- Segmented customer base which boosted marketing ROI by 22% by applying K-Means clustering to identify high-value traveler groups.
- Standardized data pipelines which cut reporting errors by 30% by developing ETL scripts for data cleansing and schema validation across multiple sources.
- Collaborated with marketing and sales teams which improved customer retention by 10% by deriving repeat-purchase patterns and building loyalty dashboards.
- Conducted A/B testing on promotion campaigns which increased email click-through rates by 15% by evaluating performance metrics through SQL queries.
- Created monthly executive insight reports which enhanced data-driven decision making by summarizing KPIs for revenue, bookings, and customer satisfaction.

PROJECT EXPERIENCE

Spotify Returns Data ETL Simulation
- Built a serverless ETL pipeline using AWS Glue, Athena, and S3 to process and transform simulated product return data, enabling real-time querying of return reasons, defect rates, and processing durations.
- Designed operational dashboards in Amazon QuickSight to visualize seasonal return trends and forecast return-related costs, improving stakeholder visibility into reverse logistics KPIs.
- Simulated dynamic return scenarios based on product category, location, and seasonality, allowing for the testing

of demand-driven return strategies and cost optimization models.

Cloud Analytics for Travel Insights
- Developed a serverless ETL pipeline on Azure Databricks which data latency by 60% by automating data ingestion and transformation from multiple travel sources.
- Designed Power BI dashboards which improved executive visibility by tracking daily sales trends, cancellations, and profit margins.
- Integrated data quality validation checks which ensured 99% accuracy in aggregated metrics by implementing SQL constraints and schema comparison scripts.

AI-Based Travel Recommendation System
- Developed a personalized travel recommendation engine which enhanced user engagement by applying collaborative filtering and NLP-based similarity scoring.
- Implemented TF-IDF and cosine similarity models which improved destination matching accuracy by analyzing user reviews and travel descriptions.
- Deployed the model on AWS S3 and SageMaker which ensured scalability and faster response through batch inference and API integration.

Data Pipeline Automation and Performance Optimization
- Designed an automated ETL framework which streamlined data workflows by orchestrating daily pipelines in Airflow and optimizing SQL transformations.
- Implemented data validation and anomaly detection checks which ensured consistent data quality through Python rule-based scripts.
- Containerized the workflow using Docker and GitHub Actions which enhanced reliability and simplified CI/CD deployment processes.

CERTIFICATIONS
- Solutions Architecture (AWS)
- Qunatium Data Analytics
- Microsoft Technology Associate -Java.

ACHIEVEMENTS

- 2nd place in the Kaggle Competition.

TECHNICAL SKILLS

Languages: Java, Python (Pandas, NumPy, Matplotlib), SQL, R
Visualization: Power BI, Tableau, Excel, QuickSight
Databases & Cloud: MySQL, PostgreSQL, AWS (S3, Athena), Azure (Data Factory, Databricks)
Machine Learning: Scikit-learn, TensorFlow
Core Skills: ETL Design, Data Modeling, A/B Testing, Forecasting, Reporting Automation

EDUCATION

Master of Science in Information Science   *Aug 2023-May 2025*
University of New Haven

Bachelor of Science in Computer Science   *Aug2019-May 2023*
Malla Reddy Engineering College