Phalguna Ravuri

phalguna.ravuri@gmail.com | 813-843-3976 | Dallas, TX | linkedin.com/in/phalguna-rjs/ | phalgunaravuri.com

EDUCATION

M.S., Information Technology Management   Aug 2019 - Present
University of Texas, Dallas

SKILLS

Programming Languages: Python, R, SAS, Java
Database: MySQL, SQL Server, RDBMS, Oracle, No sql
Data Visualization: Power Bi, Tableau, MS Excel, Visio, Stream Lit
Skills/Interests: Machine Learning, Predictive Analytics, Data Analysis, Visualization, Modelling, Web Scraping, AWS

EXPERIENCE

Reporting Analyst Intern, Eficens Systems   Jun 2021 - Present
- Create, organized and manage custom reports in Google Analytics, Analyze website visitors with Google Analytics Segments.
- Connected Tableau server to publish dashboards to a central location for portal integration.
- Wrote SAS programs that convert raw datasets to reports for internal teams; created standard programs and macros
- Designed, developed, deployed, and supported ETL to load Data Warehouse from PostgreSQL server.

Data Analyst Intern, SkillBanc   Jan 2021 - May 2021
- Converted raw data sample of semi structured invoice records into a structured data format with python.
- Converted existing Business Object reports into Tableau dashboards and embed views to SharePoint.
- Fulfill, analyze, and generate reports using Database queries, canned reports, and historical data.
- Ensured data accuracy by investigating data anomalies to determine if there are any issues, work with IT and Development teams to address issues, log issues to prevent the issue from reoccurring

IT Engineer, Qualcomm   Oct 2013 - Sep 2017
- Worked in a 5-member team to develop a model & implement analytics, & analysis on feedbacks and other text inputs for use in internal audit
- Created financial reporting and analysis to provide insights into 3rd party expenses and track and monitor costs per call and other financial data
- Developed smart, compelling dashboards and reports to track key performance indicators (KPIs), identify trends and monitored company initiatives
- Segmented device complaints using techniques to extract features reducing 50% of manual work by audit team
- Defined, prepared & executed data loading tasks to prepare for regularly scheduled audits and root cause analysis as required by the engineering team

PROJECTS

Conjoint Analysis for a brand endorsement company (Predictive Analytics project)
- Received customers reviews from 1000 people with over 50 questions each. Extracted useful insights from the data by dividing into groups for personalized campaigns
- Performed various EDA techniques & conjoint analysis to model actual market decisions for predicting respondent preferences

Olympic Medal Prediction using Python (Data Science project)
- Scraped data from various websites to gather 35,000 rows of data about Olympics wins, GDP rate, athlete details of various countries to predict number of medals each country will earn in the following Summer and Winter Olympics A separate dataset was extracted from World Bank that included country development indicators to use in regression analysis
- Performed feature selection, data operations, logistic regression, K nearest Neighbors, Random Forest Regression, and cross validation to get a model with 76% accuracy.

Text Sentiment Analysis (NLP project)
- Performed Sentiment Analysis on Amazon customer reviews. Used Beautiful soap to remove all HTML tags and special characters, numbers using re,
- Tokenized reviews and performed stemming using Porter Stemmer and removed all stop words
- Applied various featurization techniques like TFIDF vectorizer to convert texts into vectors and was able to retain 90% of the data there by extracting top 10 keywords from word cloud
- Finally, modelled data using Hyperparameter Tuning to get a weighted score of 89 and used confusion matrix to find out the optimum model