KAVYA GOVINDARAJU

Bloomington,Indiana, USA

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Education

Indiana University Bloomington **Aug 2023 - Present**
Master of Science in Data Science *Bloomington,USA*
Relevant Coursework: Applied Algorithms, Applied Machine Learning, Statistics, Data Mining, Cloud Computing (AWS), Big Data Applications

Sir M Visvesvaraya Institute of Technology **July 2018-June 2022**
Bachelor of Engineering in Information Science *Bangalore,India*
Relevant Coursework: Data Structures, Database Management, Algorithms, Software Engineering, Big Data Analysis, Data Mining, Artificial Intelligence, Web Technology, Social Media Mining

Experience

University Information Technology Services IU **July 2024 – Present**
Enterprise Systems Metrics Intern(Data Analyst) *Bloomington, USA*
- Integrated Google Analytics across all enterprise systems, on over 1 million records and enabled standardized metrics, resulting in a 30% increase in actionable insights for strategic decision-making.
- Developed metrics dashboards tied to the Primary Constituent Data Source (PCDS), improving stakeholder engagement by 25%. Established outcome-based metric definitions and led a working group, increasing project success rates by 20%.

Cognizant **September 2022 – June 2023**
Programmer Analyst Trainee *Bangalore, India*
- Conducted Exploratory Data Analysis (EDA) as part of the data analytics team to understand datasets and identify patterns, trends, and relationships.
- Prepared the data by cleaning, removing outliers, and transforming the financial data suitable for analysis and uncovering valuable insights that directly informed cost-saving strategies and investment decisions, improving operational efficiency by 10%.

Projects

Sales Performance Analysis | *Python,SQL,Excel,Power BI,Predictive Modeling,Data Cleaning*
- Conducted comprehensive sales data analysis on a dataset of 100,000+ transactions, identifying key performance indicators and trends, leading to a 15% increase in sales efficiency.
- Created Power BI dashboards showcasing over 20 key sales metrics, enabling stakeholders to make data-driven decisions, and improved reporting accuracy by 30%.
- Implemented predictive models to forecast future sales with 83% accuracy, enhancing the precision of sales projections and informing strategic planning.

Urban Mobility Analysis with A/B Testing | *Python,SQL,A/B Testing,Power BI,QGIS,Predictive Modeling*
- Analyzed urban mobility data to optimize public transit routes, leading to a 18% reduction in average commute times, based on data from 100,000+ transit trips.
- Performed A/B testing on a new traffic signal timing algorithm, resulting in a 12% reduction in average wait times at intersections, based on data from around 500 intersections.
- Built dashboards with Power BI to visualize transit routes leading to a 20% reduction in average commute times and developed predictive models with 83% accuracy to forecast traffic demand and thereby enabling proactive planning.

Technical Skills

Languages: Python(Pandas,NumPy,Seaborn,Matplotlib,SciPy,NLTK) SQL,R,Matlab.
Data Analytics skills: Data Cleaning,Exploratory Data Analysis(EDA),Data Visualization,Predictive Modeling,Data Mining,Data Warehousing,ETL Process,Statistical Analysis,Reporting,Business Intelligence,Decision Making.
Tools: GIT,SQL Server,MySQL,Tableau,Power BI,MS Office Suite(Word,Powerpoint,Outlook,Excel),Looker Studio,Google Analytics,AWS,GCP,Atlassian Suite,Pyspark.
Analytical skills: Hypothesis Testing,Quantitative analysis,A/B Testing,Data Interpretation,Qualitative Analysis,Predictive Modeling.
Soft Skills:Communication skills,Time Management,Organization skills,Adaptability,Analytical skills,Problem solving,Critical Thinking.

Publications

Analysis of Big Data in Finance Sector **April 2022**
- The focus of this paper is to study the extent of transformation in the financial field.Published by IJARESM with an impact factor of 7.42 .