

Keerthi Jayaram

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EDUCATION

Carnegie Mellon University, Heinz College

Pittsburgh, PA

Master of Information Systems Management - Business Intelligence and Data Analytics

December 2023

Courses: Unstructured Data Analytics, Big Data & Large-Scale Computing, A/B Testing, Operationalizing AI, DBMS, Statistics, Data Focused Python, Advanced Business Analytics, Java, Data Structures, Distributed Systems, Machine Learning for Problem Solving, Data Science for PMs, Econometrics

Jawaharlal Nehru Technological University

Hyderabad, India

Bachelor of Technology in Electrical & Electronics Engineering

September 2020

EXPERIENCE

Giving Credit

Princeton, NJ (remote)

Data Analyst Intern

May 2023 – Aug 2023

- Deployed web application in a staging environment using Apache Kafka and Amazon MSK, leading to a 47% boost in event streaming efficiency and reducing latency by 64s.
- Introduced advanced event logging mechanisms, enhancing data ingestion rates to accommodate an additional 400 events per day.
- Designed comprehensive unit tests that resulted in a 23% reduction in bug rates, boosting user experience ratings during the pilot stage.

Accenture

Hyderabad, India

Application Development Associate

February 2021 – June 2022

- Demonstrated Full Stack development expertise in Identity and Access Management (IAM), maintaining and writing backend (Web API) code using C# within an agile cross-functional team, consistently surpassing product goals set by the Product Owner.
- Implemented the Tap Code generation feature in the Interactive ID accounts using C# and ASP.NET Web API, seamlessly integrating it into the production environment. The result was a streamlined access management process, reducing the average login time by 28% and enhancing account security by decreasing unauthorized access attempts by 37%.
- Optimized SQL procedures for the company's extensive Identity and Access Management (IAM) records, exceeding 9 million records, resulting in a significant 51% acceleration in dashboard performance, reflecting commitment to enhancing the end-user experience.
- Orchestrated the automation of test cases, slashing manual effort and catapulting operational efficiency by 45%.
- Designed a responsive dashboard interface that fueled a substantial 34% uptick in mobile user engagement; fortified its robustness through meticulous API testing via Postman, ensuring an exceptional user experience.
- Proactively identified and rectified bottlenecks, reducing production anomalies from 50 to 30 instances monthly, a 40% reduction.
- Collaborated effectively in a diverse team, clinching a top-12 position in the competitive ATCI AI hackathon from a pool of 1100+ teams.

Defense Research & Development Laboratory (DRDL)

Hyderabad, India

Project Intern (Data | ML)

January 2020 – March 2020

- Developed a custom Java application, reducing data processing times by 40% and enhancing coordination among OBC, PSRU, and data link receiver systems, resulting in improved signal relay analysis and operational efficiency.

National Remote Sensing Centre (NRSC), ISRO

Hyderabad, India

Summer Intern (Data | ML)

May 2018 – July 2018

- Significantly improved imagery accuracy by 25% through the development of custom image classification algorithms in Python, including Convolutional Neural Networks (CNNs), enhancing data product quality and reliability for critical applications within the organization.

SKILLS

Programming and Development: Java, SQL, Python (Tensorflow, Keras, Scikit learn), TypeScript (Angular 9), C#, C, MATLAB, JavaScript, HTML, CSS

Tools and Technologies: PostgreSQL, Oracle, MySQL, MongoDB, Redis, Cassandra, Tableau, Power BI, Azure DevOps Pipelines, .NET, Hadoop, Airflow, Snowflake, Apache Kafka, Apache Spark, PySpark, Amazon MSK, Athena, SageMaker, AWS Glue, S3, Grafana, GitLab CI/CD, Docker, Postman, Jasmine, Git, Office Suite

PROJECTS | CERTIFICATIONS | COURSES

- **InfoBate (Capstone Project):** Developed streamlined data integration process between AWS storage and Power BI using Athena and SageMaker scripts, ensuring a 50% reduction in data transfer time, projected to save 15 work hours/week, and enable real-time reporting.
- **Lending Club Analytics (Machine Learning):** Analyzed a decade of Lending Club loan data using ensemble methods to predict defaults, estimate returns, and aid investor loan selection, driving financial decision-making.
- **Crypto Dashboard (Python, Data Visualization & Sentiment Analysis):** Designed an interactive dashboard using Panel, correlating cryptocurrency price changes with Twitter sentiment and macroeconomic factors, offering a holistic market perspective.
- **User Behavior Analysis (Consumer Behavior Analytics):** Led the extraction and interpretation of granular insights about subscriptions and binge-watching tendencies from Deloitte Digital Democracy data using unsupervised learning models to inform OTT content strategies.
- **Enhancing User Experience through Review Analysis (RDD):** Implemented Topic Modeling (LDA), and Frequent Pattern Mining (FP-Growth) on Yelp data to extract valuable insights such as user recommendations, topic themes in text reviews, and frequently co-occurring patterns using Spark, PySpark MLlib, and machine learning algorithms.
- **ML-X:** a 12-week course study with **Univ.AI**, a premiere institution founded by Harvard & UCLA faculty (Worked on projects focused on Collaborative Filtering, Recommendation Systems, Ensemble and Bayesian Models | **2 projects** | **13 assignments**)
- Recognized **Microsoft Technology Associate (MTA):** Database Fundamentals, Introduction to Programming using Python.