

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 Engineer Intern

May 2023 – Aug 2023

- Collaborated with product and engineering teams to design and implement event streaming enhancements, resulting in a 47% boost in efficiency and a 64-second reduction in latency.
- Implemented advanced event logging mechanisms, increasing data ingestion rates by 400 events per day, and supported ETL processes.
- Conducted comprehensive unit tests leading to a 23% reduction in bug rates, enhancing user experience during pilot phases.

Accenture

Hyderabad, India

Application Development Associate

February 2021 – June 2022

- Demonstrated Full Stack development expertise in Identity and Access Management (IAM), utilizing C# for backend (Web API) coding within an agile team, consistently exceeding Product Owner goals.
- Implemented Tap Code generation in Interactive ID accounts using C#, FIDO keys, and ASP.NET Web API, reducing login time by 28% and unauthorized access attempts by 37% thereby enhancing security.
- Optimized SQL procedures for IAM records, surpassing 9 million entries, resulting in a 51% acceleration in dashboard performance.
- Architected and developed a responsive dashboard using Angular maximizing functionality and performance to drive a significant 34% increase in mobile engagement. Also, orchestrated test case automation, cutting manual effort & boosting operational efficiency by 45%.

Defense Research & Development Laboratory (DRDL)

Hyderabad, India

Project Intern (Data | ML)

January 2020 – March 2020

- Developed and deployed a tailored Java application to optimize data processing and signal relay analysis. Leveraged algorithms like parallel processing and data indexing and optimization techniques such as caching and parallelization, culminating in a notable 40% reduction in data processing times and markedly improved signal relay analysis capabilities within the team.

National Remote Sensing Centre (NRSC), ISRO

Hyderabad, India

Summer Intern (Data | ML)

May 2018 – July 2018

- Developed a satellite image analysis system using Python, OpenCV, and machine learning techniques, such as convolutional neural networks (CNNs), enhancing land cover classification accuracy by 30% and reducing vegetation density change detection time by 25%. This facilitated more informed decision-making in land management and conservation efforts.

SKILLS

Programming and Development: Java, SQL, Python (including TensorFlow, Keras), TypeScript (Angular 9), C#, JavaScript.

Tools and Technologies: PostgreSQL, MongoDB, Tableau, Power BI, Azure DevOps Pipelines, .NET, Hadoop, Apache Kafka, Apache Spark, Amazon MSK, Athena, SageMaker, AWS Glue, S3, GitLab CI/CD, Docker, Postman, Git.

PROJECTS | CERTIFICATIONS | COURSES

- **InfoBate (Capstone client):** Engineered streamlined data integration between AWS storage and Power BI using Athena & SageMaker, reducing transfer time by 50%, saving 15 work hours/week. Also, developed custom dashboards in Power BI for clients to replicate, facilitating efficient sales inventory data analysis.
- **ScoreView (Distributed Systems):** Developed a real-time football highlights android app, presenting crucial team facts via a MongoDB cluster-backed logging mechanism. Utilized stored log data to craft an analytics dashboard, offering visualizations of user behavior.
- **Crypto Dashboard (Python, Data Visualization & Sentiment Analysis):** Developed a Crypto Dashboard integrating live cryptocurrency price data with sentiment analysis from Twitter feeds and macroeconomic indicators, enabling informed investment decisions through comprehensive market insights.
- **COVID-19 Trend Forecasting (Operationalizing AI):** Employed SARIMA, Random Forest, and Neural Networks to predict COVID-19 trends, analyzing cases and deaths across regions, forecasting future trajectories, and assessing impacts of vaccination rates, policies, and demographics for informed healthcare and policy planning. Deployed models efficiently using MLflow for seamless tracking, parameter logging, and performance evaluation.
- **User Behavior Analysis (Consumer Behavior Analytics):** Led the extraction 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 (Big Data):** 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**)