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 Artificial Intelligence, Databases, Statistics, Data Focused Python, Advanced Business Analytics, Data Structures, Distributed Systems, Machine Learning, Data Science for Product, Econometrics

Jawaharlal Nehru Technological University   **Hyderabad, India**
Bachelor of Technology in Electrical & Electronics Engineering   **September 2020**

EXPERIENCE

Giving Credit [fintech]   **Princeton, NJ (remote)**
Data Engineer   **Feb 2024 – present**
• Currently developing and integrating a recommendation system using Neo4j, Postgres, and Airbyte to enhance user suggestions and drive engagement on the app.

Giving Credit [fintech]   **Princeton, NJ (remote)**
Data Engineer Intern   **May 2023 – Aug 2023**
• Designed and implemented event streaming enhancements with containerization, resulting in a 47% boost in efficiency and a 64-second reduction in latency. Contributed to feature enhancements using Django.
• Implemented advanced event logging mechanisms, increasing data ingestion rates by 400 events per day, and supported ETL processes.
• Conducted comprehensive unit test cases 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 cross-functional team in a fast paced environment, consistently exceeding Product Owner goals and user requirements.
• 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 end-to-end security and compliance.
• Optimized SQL procedures for an IAM database, surpassing 9 million entries, resulting in 51% acceleration in dashboard performance.
• Architected a responsive frontend user interface 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 deep 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 [TensorFlow, Pandas], HTML, CSS, TypeScript [Angular 9], C#
Tools and Technologies: Excel, PostgreSQL, MongoDB, Power BI, Tableau, Git, Kafka, Apache Spark, Hadoop, Docker, Postman, AWS [Athena, Lambda, SageMaker, Glue, S3]

PROJECTS | CERTIFICATIONS | COURSES

• **InfoBate (CPG - Capstone client | Project management):** Engineered streamlined data pipeline integration between AWS cloud infrastructure and Power BI using Athena & SageMaker, reducing transfer time by 50%, saving 15 work hours/week. Also, developed KPI dashboards in Power BI for clients to replicate, facilitating efficient sales inventory analysis aligning with business objectives.
• **ScoreView (Distributed Systems):** Developed a real-time football highlights mobile 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.
• **COVID-19 Trend Forecasting (Data modeling):** Employed SARIMA, Random Forest, and Neural Networks to predict COVID-19 trends, analyzing cases and deaths across regions (data models), 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. Demonstrated communication skills via exceptional presentation for a panel.
• **Enhancing User Experience through Review Analysis (Data Models & NLP)**: 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, advanced analytics and machine learning algorithms.
• **ML-X:** a 12-week course study with **Univ.AI**, a premiere institution founded by Harvard & UCLA faculty (Projects focused on Regression, Collaborative Filtering, Recommendation Systems, Ensemble and Bayesian Models | **2 projects** | **13 assignments**)
• Currently pursuing **AWS Certified Data Engineer – Associate** certification to strengthen my cloud computing fundamentals.