

Keerthi Jayaram

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EDUCATION

Carnegie Mellon University, Heinz College

Master of Information Systems Management – Business Intelligence & Data Analytics

Pittsburgh, PA

Expected – December 2023

(Courses: Java, Data Structures, Distributed Systems, DBMS, Statistics, Data Focused Python, Advanced Business Analytics, Machine Learning for Problem Solving, Unstructured Data Analytics, Big Data & Large-Scale Computing, Data Science for Product Managers)

Jawaharlal Nehru Technological University

Bachelor of Technology in Electrical & Electronics Engineering

Hyderabad, India

September 2020

EXPERIENCE

Concepta Innovation Services

Rockville, MD (remote)

Capstone Project (ongoing)

Aug 2023 – present

- Co-creating an advanced Supply Chain Management tool to automate operations, optimize efficiency, and maintain SCRM compliance.

Giving Credit

Princeton, NJ (remote)

Data Analyst Intern

May 2023 – Aug 2023

- Orchestrated backend analytics infrastructure setup, including using Docker to containerize the web application, and implemented event streaming using Apache Kafka and Amazon MSK.
- Ensured reliable and scalable event logging, facilitating seamless data ingestion from the web application.

Accenture

Hyderabad, India

Application Development Associate

February 2021 – June 2022

- Demonstrated Full Stack development capabilities in the Identity and Access Management space, consistently meeting and exceeding product goals set by the Product Owner.
- Achieved a significant 31% speed boost for the dashboard by optimizing SQL procedures, demonstrating a keen focus on end-user experience.
- Spearheaded the automation of test cases, reducing manual effort and elevating operational efficiency by 24%.
- Developed a responsive dashboard interface, ensuring reliability through meticulous API testing via Postman.
- Proactively identified and resolved potential bottlenecks, leading to a notable 40% reduction in production anomalies.
- 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

January 2020 – March 2020

- Leveraged data analytics to enhance coordination among OBC, PSRU, and data link receiver, achieving a significant increase in signal relay reliability through MATLAB and Pspice simulations.

National Remote Sensing Centre (NRSC), ISRO

Hyderabad, India

Data Analysis Intern

May 2018 – June 2018

- Performed data-driven imagery classification using Vegetation Indices, improving the center's imagery accuracy by a noticeable margin.

SKILLS

Programming and Development: Java, SQL, Python, TypeScript (Angular 9), C#, JavaScript, HTML, CSS

Tools and Technologies: PostgreSQL, MongoDB, Redis, Tableau, Azure, .NET, Git, Hadoop, Airflow, Snowflake, Apache Kafka, Apache Spark, Docker, Postman, Amazon MSK, MATLAB, Office Suite

PROJECTS | CERTIFICATIONS | COURSES

- **ML-X:** a 12-week course study with **Univ.AI**, a premiere institution founded by Harvard & UCLA faculty (Collaborative Filtering, Recommendation Systems, Ensemble and Bayesian Models | **2 projects** | **13 assignments**)
- Recognized **Microsoft Technology Associate (MTA):** Database Fundamentals, Introduction to Programming using Python.
- **Lending Club Analytics (Machine Learning):** Analyzed a decade of Lending Club loan data using machine learning models to predict defaults, estimate returns, and aid investor loan selection, driving financial decision-making.
- **Crypto Dashboard (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):** Extracted behavioral insights from Deloitte Digital Democracy data to craft informed OTT content strategies, directly responding to user preferences.
- **Student Directory App (Java Swing UI & HashMaps):** Created a user-friendly Java Student Directory app with efficient search capabilities using HashMap's and Array Lists, built with Java Swing UI for easy data entry and navigation.

LEADERSHIP | VOLUNTEERING

RAGE (Radical Alliance for Gender Equity) - Executive Board Member

Pittsburgh, PA

Rotaract (Rotary Club) - Executive Board Member

Hyderabad, India

Street Cause (NGO) - Vice President

Hyderabad, India

Literaria Clava (Literary Club) - Joint Secretary

Hyderabad, India