

# LASYA KONDURU | Ai-Focused Data Analyst

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**Summary** – Data Analyst with experience delivering actionable insights across marketing, operations, and product domains. Skilled in Python, SQL, Power BI, and AWS, with a strong foundation in machine learning, GenAI (LLaMA-2, NLP), and dashboarding. Proven ability to automate analysis, improve KPIs, and translate complex data into clear business value. Known for blending technical depth with creativity from predictive modeling to building AI-powered scoring and analytics systems.

## Work History

**AI/ML Researcher & Algorithm Developer** | Jul 2025 – Sept 2025 | 3 months

**Ascent Up** - Remote

- Developed an AI-powered scoring system to evaluate music performances based on melody, rhythm, and originality, improving evaluation consistency by 60% using hybrid ML + rule-based techniques.
- Built and tested a scoring algorithm with UI integration, applying signal processing, ML modeling, and music theory; boosted prototype accuracy and reduced subjective bias across test cases by 40%.

**Data Analyst** | Jun 2025 - Present | 3 months

**Resilience, Inc.** – Remote

- Automated ad performance reporting using LLM-based AI agents, cutting manual effort by 45% and accelerating cross-functional insights.
- Built Python-based statistical models to evaluate customer engagement, improving model accuracy and iterative feedback integration by 30%.
- Led dashboard automation initiatives with Power BI and SQL, reducing manual handling by 45% and improving decision-making speed by 25%.

**Google Analytics Specialist & Asset Manager** | Aug 2024 – Jun 2025 | 10 months

**Resilience, Inc.** – Remote

- Designed and deployed 50+ GA4 dashboards to monitor campaign performance and compliance, boosting stakeholder visibility by 35%.
- Applied anomaly detection models to campaign data, reducing false alerts by 30% and improving monitoring accuracy.
- Automated campaign performance reporting using SQL and no-code tools, increasing reporting efficiency by 40%.

**Data Analyst Apprentice** | March 2025 – Aug 2025 | 6 months

**Coding Temple** – Remote

- Wrote optimized SQL queries for data extraction and reporting, enabling scalable analytics for decision support.
- Built Tableau dashboards to visualize KPIs, improving stakeholder insights and response times.
- Performed EDA in R to identify trends and outliers, enhancing data accuracy and insights.
- Partnered with business teams to align insights with needs, boosting communication and solution impact. Built analytics apps using Python, Plotly, and Streamlit

## Skills

- Programming & Data Manipulation:** Python, SQL, R, Java, C++
- Data Analytics & Modeling:** Exploratory Data Analysis, Data Cleaning/Wrangling, Feature Engineering, Hypothesis Testing, A/B Testing, Regression, Time Series Forecasting, Anomaly Detection
- Machine Learning & AI:** Predictive Modeling, Classification & Clustering, Neural Networks, NLP, GenAI Prototyping, Model Validation
- Visualization & BI Tools:** Power BI, Tableau, AWS QuickSight, Google Data Studio, Streamlit, Plotly
- Databases & ETL:** MySQL, PostgreSQL, AWS Redshift, BigQuery, Data Integration
- Cloud & Big Data Platforms:** AWS (Athena, Redshift, S3, Lambda, IAM), Google Cloud Platform, Git, Jupyter Notebooks
- Marketing & Web Analytics:** Google Analytics 4 (GA4), Campaign Tracking, UTM Automation, Performance Dashboards
- Statistical Tools:** IBM SPSS, Bayesian Modeling, Excel (Pivot Tables, Lookups, Advanced Formulas)
- Soft Skills:** Communication, Problem-Solving, Analytical Thinking, Initiative, Collaboration, Adaptability

## Education

**Data Analytics** | Mar 2025 – Present | **Coding Temple** | (Year of Graduation: 2025)

**Master's in Science, Analytics** (GPA: 3.77) | Jan 2023 – Dec 2024  
**Saint Louis University** - St Louis, MO | (Year of Graduation: 2024)

**Bachelor's in Technology, Computer Science, and Engineering**  
(GPA: 3.2) | Jul 2018 – Aug 2022  
**Jawaharlal Nehru Technological University** - Hyderabad, India |  
(Year of Graduation: 2022)

## Projects

- AI-Powered Music Scoring and Judging System** | 08/2025
  - Designed an AI algorithm blending ML & music theory to evaluate performances, improving evaluation reliability by 60%
  - Delivered a UI-integrated prototype for audio scoring, reducing subjective bias by 40%.
- Airline Passenger Satisfaction Predictor** | 07/2025 | [Project Link](#) – [App Link](#)
- AI Agent for Predictive Analytics with LLMs** | 07/2025 | [Project Link](#)
- Returns Reconciliation Automation – Prototype Project** | 05/2025 | [Project Link](#)
- Optimizing E-Commerce Logistics using Advanced SQL** | 02/2025 | [Project Link](#)
- Web App for Sentiment Analyzer** | 12/2024 | [Project Link](#) - [App Link](#)
- CIFAR-10 Image Classification with Convolutional Neural Networks (CNNs)** | 11/2024 | [Project Link](#)
- Banking-Customer-Churn-Prediction-Using-a-Neural-Network** | 11/2024 | [Project Link](#)
- Superstore Sales Performance and Operations Optimization Using AWS** | 06/2024 | [Project Link](#)

## Certifications

- AWS Certified Data Analytics — Specialty [03/2024 - 03/2027] [Amazon Web Services](#)
- Google Analytics Certification [11/2024 – 11/2025] [Google](#)
- Data Science Methodologies [10/2022] [IBM](#)