LASYA KONDURU

St Louis, MO 63108 | 314-857-4228 | *Mail to* | *Check out My LinkedIn* | *Here's my GitHub* | *Portfolio*

Skills

- ◎ **Data Analysis & BI Tools:** SQL, Tableau, Power BI, AWS QuickSight, Google Data Studio

- ◎ **Programming & Data Processing:** Python, R, SQL, Java, Node.js, C++, ETL Pipelines

- ◎ **Big Data & Cloud Computing:** AWS (Athena, S3, Redshift, Glue, IAM, Spark), Data Lakes, Columnar Databases, RDBMS (PostgreSQL, MySQL, Oracle), File Systems & APIs for data extraction, ingestion, and processing, Data warehousing.

- ◎ **Statistical Analysis & Machine Learning:** Predictive Modeling, Feature Selection, Hypothesis Testing

- ◎ **Business Intelligence & Reporting:** Tableau, Power BI, AWS QuickSight, Google Analytics, A/B Testing, Customer Journey Analytics, Marketing & Sales Analytics

- ◎ **Soft Skills:** Analytical Thinking, Problem-Solving, Communication, Cross-Functional Collaboration

Work History

Google Analytics Specialist | 08/2024 to Current
Resilience Inc. – Remote
- ➤ *Designed and implemented **automated ETL pipelines**, reducing data processing time by **30%**.*
- ➤ *Built **real-time data dashboards** using **AWS QuickSight, Tableau, and Power BI**.*
- ➤ *Optimized **SQL queries and data transformations**, improving reporting efficiency by **25%**.*
- ➤ *Improved **customer engagement analytics** with **Google Analytics and A/B testing** insights.*

Data Scientist Intern | 06/2022 to 12/2022
Coincent by IBM – Bangalore, India
- ➤ *Designed **big data pipelines** for structured and unstructured datasets, reducing processing time by **20%**.*
- ➤ *Developed **predictive models** to enhance marketing campaigns, improving conversion rates by **15%**.*
- ➤ *Worked with **AWS Redshift, Athena, and Glue** for large-scale **data warehousing and analytics**.*

Education

Masters in Science, Analytics: 12/2024
Saint Louis University - St Louis, MO
- GPA: 3.77
- *Relevant Coursework:* Applied Analytics & Methods, Survey Design, Information Retrieval, Advanced Analytics, Visualization Dissemination & Feedback, Project Management Principles, Ethics & Evidence-Based Decision-Making, Mobile Web Development, Simulation & Modeling.

Bachelors in Technology, Computer Science and Engineering: 08/2022
Jawaharlal Nehru Technological University - Hyderabad, India
- GPA: 3.2

Projects

Web App for Sentiment Analyzer *[Project Link](#)* - *[App Link](#)*

12/2024

- Designed and deployed a sentiment analysis web app using VADER and NLP, classifying text as Positive, Negative, or Neutral with 95% accuracy and providing real-time sentiment visualization.
- Enhanced decision-making through sentiment trend over time analysis, leveraging Python and machine learning.

CIFAR-10 Image Classification with Convolutional Neural Networks (CNNs) *[Project Link](#)*

11/2024

- Developed a CNN model achieving 90% accuracy to classify images for robotic systems showcasing expertise in **deep learning**.
- Utilized TensorFlow/Keras to build scalable models with real-world applications in automotive safety.

Enhancing Sales Performance and Operational Efficiency in a Superstore Using AWS Athena and QuickSight *[Project Link](#)*

06/2024

- Utilized **AWS Athena and** analyzed sales data to identify operational inefficiencies, resulting in a 15% increase in sales and a 20% operational cost reduction.
- Designed dynamic dashboards in AWS QuickSight, providing real-time data visualization to drive decision-making.

Banking-Customer-Churn-Prediction-Using-a-Neural-Network *[Project Link](#)*

11/2024

- Built a neural network model achieving 85% accuracy and an F1-score of 0.83, identifying high-risk customers.
- Enhanced retention strategies by providing actionable insights into customer behavior.

Unraveling Viral News: Decoding the Dynamics of Social Media Engagement and Article Popularity *[Project Link](#)*

12/2024

- Analyzed **10,000+ articles** to identify key drivers of virality using **topic modeling, sentiment analysis and Machine Learning to decode patterns**
- Identified **key factors driving virality** and achieved **85% predictive accuracy** to optimize content strategies for Facebook, LinkedIn, and GooglePlus.

Certifications & Licenses

- AWS Certified Data Analytics — Specialty [03/2024 - 03/2027] *[Amazon Web Services](#)*
- Google Analytics Certification [11/2024 – 11/2025] *[Google](#)*
- R for Data Science: Analysis and Visualization [10/2023] - LinkedIn
- SQL Essential Training [06/2023] *[LinkedIn](#)*
- Excel: Economic Analysis and Data Analytics [06/2023] *[LinkedIn](#)*
- Data Science Methodologies [10/2022] *[IBM](#)*