**DINESH YADAV MEKALA**  
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**PROFESSIONAL SUMMARY**Results-driven Data Professional with 6+ years of experience delivering scalable analytics, automating data pipelines, and supporting ML model development in enterprise environments. Proven ability to work cross-functionally across operations, logistics, and natural language systems to improve data quality and business performance. Currently pursuing a Master’s in Data Science, with strong skills in Python, SQL and modern data workflows.  
  
**TECHNICAL SKILLS**  
Programming & Tools: Python, SQL, R, PowerShell, Bash, Git, Docker  
Data Engineering: ETL Pipelines, SSIS, SQL Server, Pandas, Data Cleaning  
Cloud Platforms: AWS (EC2, RDS, S3, Lambda, IAM), GCP (BigQuery), Azure SQL  
Machine Learning: Scikit-learn, XGBoost, Logistic/Linear Regression, Random Forest, Clustering  
Visualization & BI: Power BI, Tableau, Excel Dashboards, KPI Reporting  
Model Evaluation: ROC-AUC, Precision/Recall, RMSE, Confusion Matrix  
Data Science Techniques: Feature Engineering, A/B Testing, Statistical Inference  
Soft Skills: Stakeholder Communication, Agile, Cross-Team Collaboration  
  
**EDUCATION**  
Master of Science in Data Science  
Illinois Institute of Technology, Chicago, IL | GPA: 3.25 Aug 2023 – May 2025  
Relevant Courses: Machine Learning, Optimization, Statistical Learning, Data Engineering, SQL  
  
**EXPERIENCE**  
***Data Science Intern – Label Master, Chicago, IL Jan 2025 – May 2025***  
- Designed and implemented SQL-based ETL pipelines to ingest and clean data from Google Ads, CRM (Dynamics CE), SEO, and transactional databases.  
- Built predictive models using XGBoost and scikit-learn, improving customer retention targeting and boosting ROI by 20%.  
- Automated data refresh and transformation tasks using Python, pandas, and PowerShell scripts, reducing manual processing by 30%.  
- Developed interactive Power BI and Tableau dashboards for marketing KPIs, campaign analytics, and web traffic trends.  
- Performed A/B testing, calculated lift and statistical significance using Python (SciPy), and presented actionable insights to senior stakeholders.  
  
***Data Analyst – Amazon (Transportation Operations),Hyd, IND Jul 2020 – Jun 2023***  
- Queried multi-terabyte datasets using SQL Server and Amazon Redshift to track Prime Day performance, shipping delays, and order accuracy.  
- Created dynamic Tableau dashboards and Power BI reports to visualize logistics metrics like on-time rate, carrier SLA, and FC throughput.  
- Built forecasting models (time series and regression) using Python to optimize resource allocation across distribution nodes.  
- Automated daily data ingestion from internal APIs and operational logs using Python scripts.  
- Conducted logistic A/B testing on routing heuristics and used pandas and NumPy for statistical comparisons and impact analysis.  
- Used Excel macros and Power Query for ad-hoc transportation reporting across regional teams.  
  
***Machine Learning Specialist – Amazon Alexa, Hyd, IND Sep 2017 – Jun 2020***  
- Annotated and evaluated voice datasets to support the training and optimization of Alexa’s NLP pipeline and domain routing.  
- Partnered with machine learning engineers to review and retrain intent classification models based on updated utterance patterns.  
- Conducted quality assurance checks on labeled data to reduce annotation inconsistencies and improve dataset accuracy.  
- Identified misclassified utterances and collaborated with internal teams to improve Alexa's natural language understanding.  
- Contributed to process enhancements for data workflows and labeling guidelines, resulting in a 15% improvement in task success rate.  
  
**PROJECTS**  
**Customer Churn Prediction**  
- Built churn model using XGBoost; handled data wrangling, PCA, and feature scaling.  
- Achieved 85% accuracy and 0.92 AUC; insights deployed via Power BI for customer retention teams.  
  
**Fraud Detection in Financial Transactions**  
- Engineered time-based fraud features and trained models using Random Forest and Anomaly Detection (Isolation Forest, LOF).  
- Addressed class imbalance with SMOTE; achieved 94% precision and lowered false positive.