

NOOR AHAMED VEMPALLE

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PROFESSIONAL SUMMARY

Results-driven Data Analyst skilled in Python, SQL, ETL, Tableau, and storytelling with expertise in transforming data into actionable insights that enhance customer engagement, boost conversion rates, and drive strategic improvements. Successfully led projects that contributed to significant revenue growth.

EDUCATION

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| UNIVERSITY OF SOUTH FLORIDA | Tampa, FL |
| <i>Master of Science in Business Analytics and Information Systems</i> | <i>May 2025</i> |
| JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY | India |
| <i>Bachelors in Computer Engineering</i> | <i>Nov 2020</i> |

TECHNICAL CAPABILITIES

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| Analytical Skills: | Alteryx , MS Power BI (DAX), MS Excel (Pivot Tables, VBA, Macros), Tableau, Looker, Risk Analytics , Reconciliation , Key Risk Indicators (KRI) Reporting , Data Visualization, Statistical Analysis, EDA |
| Databases: | MySQL, Microsoft SQL Server , Azure Synapse Analytics, Snowflake (Data Sharing, Optimization) , Hive |
| Tools: | Git , Hugging Face, Lucid Chart, Tensorflow, AWS Glue, Docker , XGBoost, ERP, Redcap, ETL, Pipelines, Data Extraction & Transformation, Data Cleaning, Marketing Mix Modeling (MMM) |
| Languages: | Python (NumPy, Pandas, Matplotlib, SciPy, Scikit-Learn , TensorFlow, Keras), R, SQL (Stored Procedures, Query Optimization, Data Modeling, Joins, Indexing) |
| Project Management: | Agile, PowerPoint, JIRA , Kanban, Confluence , SDLC. |
| Other Skills: | Data Cleaning and Modeling, Data Warehousing , Financial Data Analysis, Data Privacy (GDPR, CCPA), Predictive Analytics, AI-driven Insights, Machine Learning (ML) |
| Cloud Technologies: | AWS (Redshift, S3, Glue) , Microsoft Azure (Data Factory, Synapse) |
| Certifications: | AWS certified: Associate Data Engineer , Microsoft Certified: Azure AI & Data, Power Platform |

EXPERIENCE

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| COGNIZANT TECHNOLOGY SOLUTIONS (CLIENT: ALBERTSONS COMPANIES) | Chennai, India |
| <u>Full-Time Data Analyst</u> | <i>Dec 2020 – Aug 2023</i> |
| <ul style="list-style-type: none">Managed data processing and analytics, optimizing ETL pipelines in Snowflake and SQL, reducing query execution time by 60%, and ensuring data accuracy and efficiency for large-scale datasets.Aggregated and normalized 10M+ records from structured and unstructured sources to support pricing, sales, and customer analytics.Partnered with data strategy, analytics, and engineering teams to implement 10+ key data initiatives, optimizing business insights.Developed SQL-based data validation scripts, cutting data errors by 50% and improving governance and assisted in 3+ predictive modeling and ML projects to enhance pricing strategies and customer segmentation. | |
| <u>Data Analyst</u> | <i>June 2020 – Dec 2020</i> |
| <ul style="list-style-type: none">Assisted in data acquisition and transformation for grocery retail financing data, improving data processing efficiency by 5x and reducing operational inefficiencies by 12%.Designed SQL-based data validation scripts to ensure data integrity in ETL workflows, reducing processing time from 20 to 8 minutes.Built interactive KPI dashboards to analyze loan cash flows, delinquency trends, and warehouse financing performance, improving reporting turnaround time by 65%.Supported financial modeling teams in structuring scenario-based use cases and optimizing loan stratification methodologies. | |

PROJECTS

Data Visualization (EV Market Data Analysis – Tableau)

Finished an interactive EV adoption dashboard (2015–2023), analyzing 500K+ data points to reveal trends in sales and infrastructure growth. Identified top 5 states in EV adoption, enhancing policy decisions and sustainability efforts with **98% project satisfaction**.

Portuguese retail bank analysis (Power BI, Data Mining)

Built data pipelines to process 10M+ records for customer segmentation optimizing marketing efficiency by 20%. Developed gradient-boosting models on 40K+ customer records and created interactive Power BI dashboards to visualize banking trends and key decision factors.

Database Design and Management (Cruise Ship Management, Hospital Management)

Designed two different databases from scratch using Microsoft SQL Server. Optimized query performance with joins, views, schemas, advanced normalization, and window functions, while managing remote databases in Azure Data Studio.