

# Ashwini Kalidas Vedula

Email ID: ashwini.vedula@nyu.edu | +1 (201)-616-1347 | LinkedIn: linkedin.com/in/ashwini-vedula

## Education

---

**New York University, New York, NY**

Sept 2021- May 2023

**Courant Institute of Mathematical Sciences and Stern School of Business**

**Master of Science in Information Systems - 3.6/4**

Courses: Dealing with Data, Data Science for Business : Technical, Database Management Systems, Real Time Big Data Analytics, Cloud Computing

## Technical Skills

---

**Databases & Tools :** MySQL, SSMS, MS Access, PostgreSQL, PL/SQL, MongoDB

**Data Analysis & Visualization Tools :** Python, R , SQL, MS Excel, Tableau, Power BI

**Cloud Platforms & Big Data Technologies :** AWS (Redshift, EC2, S3, EMR, SageMaker, DynamoDB Table), Azure (Storage, IoT, Virtual Machines), GCP (BigTable, DataLab), Apache Hadoop, Hive

## Experience

---

**Clark Associates Inc**

Pennsylvania, USA

**Financial Systems and Data Intern**

May 2022 - Aug 2022

- Extracted data from varied data sources to automate Summary Income financial reports(monthly, quarterly and yearly) for the various subsidiaries of Clark Associates Inc. that reduced manual entry time by 70%.
- Collaborated with cross-functional teams to enhance and optimize existing Power BI reports that helped stakeholders analyze the financial performance of their business.

**Dacapo Brokerage India Private Limited**

Mumbai,India

**Senior Analyst**

Aug 2020 - Jul 2021

- Created visualization of daily top gainer/loser index stocks, relative sector performance and analyzed technical trends such as moving average of stock prices to help clients make informed investment decisions.

**CRISIL Limited, An S&P Global Company**

Mumbai,India

**Senior Associate - Data Science & Quants Lab**

Oct 2019 - Jul 2020

- Lead a team of 2 interns to develop reports with functional specifications like KPI metrics, revenue tracking, budget vs. sales to understand opportunities in the sales funnel and improve operational efficiency by 50% for the Senior Management of CRISIL's Business Development Operations Team.

**Onsite Supply Chain Analytics Project - Doha, Qatar**

- Created and maintained 6 real time dashboards in Tableau that educated the Wholesale Banking Group on key metrics and performance measures.
- Assisted in the design and development of Data Mart, fact tables using MySQL framework to decrease dependency on Tableau for complex calculations thereby reducing the dashboard loading time by 85%.
- Exposure dealing with large relational data sets(8 Million+),load and query performance, archiving, stored procedures, etc.
- Implemented a heuristic scoring model for approaching and on-boarding prospective customers that boosted conversions by 55%.
- Built 31 cross-sell/up-sell rule-based configuration for product recommendations with Prescriptive Analytics.
- Engaged with users in testing, release management, and operations to ensure quality of code development, deployment and post-production support.

**Associate Software Engineer - Data Science & Quants Lab**

Jul 2018 - Oct 2019

- Determined sales forecasting for 250+ retainer stores of the biggest conglomerate in UAE using Holt-Winters algorithm.
- Analysed data to develop a de-duplication algorithm model for grouping similar occurring brand names together.
- Segmented 5 Million+ customers using RFM analysis to help the bank associates determine in advance the nature of future business operations and marketing strategies.
- Performed Market Basket Analysis based on frequent purchasing patterns of customers.

## Leadership and Achievements

---

- Conferred **Quarterly Award,(Service Excellence Award - Q4 2019) at Crisil Limited.**
- Received **CRISILite Award for Performance (CLAP)**, for the month of May 2019.
- **Treasurer of Computer Society of India-VESIT** Student Chapter for the year 2016-2017.
- **Executive Head of Sponsorship Committee** in the inter-collegiate technical festival.