

# RAGHAVENDRA REDDY

## THUMMALA (Experience 5 Years)

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Languages : Telugu, English & Hindi  
DOB : 26/07/1990

### Profile Snap Shot

- Analytics and Machine Learning enthusiastic having Post graduation with an engineering background.
- Having experience in exploratory data analysis to model buildings in my tenure.
- Gained good knowledge on statistics in my experience
- Having Good experience & sufficient knowledge on Big Data tools

### Work Experience



VIRTUSA & Cisco systems (Client)  
May 2016 – Mar 2017 -- **Chennai** & Apr 2017 - Current -- **Bangalore**  
Associate Consultant (Big data & Analytics)



IMMO Information Technology (IAZI/CIFI)  
Aug 2014 – Apr 2016 -- **Goa**  
Jr.Statistician (Worked on price Models )



Hydus Technologies  
Oct 2013 – May 2014 -- **Hyderabad**  
Business Development Executive (Market research & Cold calling)

### Certifications



Issuer: IIT – Hyderabad (June 2014)  
**Advanced analytics training**



Issuer: Horton Works (Aug 2017)  
**Hadoop Big Data developer**



Issuer: Coursera (Verified - License)  
(Nov 2016) & (Jan2018)  
**Deep learning specialization - Andrew NG**  
**Developers guide to the IOT – IBM**

### Projects

|                                      |  |
|--------------------------------------|--|
| Self Service Analytics<br>(On going) | Cisco component Negotiations Process. Assessing the cost difference b/w Actuals & Forecasted values at component level, Product level, supplier level, and sales order level.<br>Used <b>Hive, Sqoop, Shell Scripting, PySpark</b>   |
| Value Engineering<br>(1 years)       | Value engineering management tool (Migration Project <b>Salesforce to Oracle/ Hadoop, R, tableau</b> )<br>VE optimizes cost reduction throughout the product lifecycle: via component replacement<br>Re-design and new product introduction .Worked on Investment metrics & saving formulas  |
| Marketing Analytics<br>(8 Months)    | Effective campaign management. Analyzed the campaign's data like campaign flow and performance .Worked on Email, web & Social media (Clicks & impression ads) metrics.<br>Used <b>Hive, Sqoop, Shell Scripting, Spark, Python</b> & Created <b>tableau</b> dashboards  |
| Hedonic Price models<br>(1.9 year)   | Hedonic Price Appraisals and Rent Analysis are used by Banks & Insurance companies in Switzerland/Austria. My works involves EDA, Model creation & interpreting the results.<br>Used <b>R, SQL Server, Excel</b> and created <b>Shiny Apps</b> using R.<br>Techniques used -- Linear & Logistic Regression, PCA, Text Analysis (NLP) |

### Area of Interest

- Business Analytics
- Research
- Digital Marketing
- Telecom
- Banking

### Personal Skills

- Learning new things
- Quick learner
- Optimistic
- Presentation Skill
- Self-Motivated

### Education Qualification

|      |  |
|------|--|
| 2013 | PGDM (ICT Management) - 7.21 CGPA<br>ISTTM (International school of telecom & Technology management) |
| 2011 | B-Tech (ECE) - 71%<br>Affiliated to JNTUK - Andhra Pradesh   |
| 2007 | BOI - 91 %<br>Sri Chaitanya Junior College   |
| 2005 | SSC – 87%<br>Sri vaninikethan  |

### Tools /Programing languages



### Techniques



References will be provided upon Request