

Reshma Punukollu

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• [Reshma Punukollu portfolio- reshma-punukollu.github.io](https://github.com/reshma-punukollu)

EDUCATION

University of Cincinnati, Carl H. Lindner College of Business

Master of Science, Major: Information Systems

Graduate Certificate, Data Analytics

MLR Institute of Technology – MLRIT

Bachelors in Electronics and Communication Engineering

Cincinnati, Ohio

Expected: Dec. 2023

GPA: 3.9

Hyderabad, India

Jun. 2018

SKILLS

- **Computing Platforms:** Amazon Web Services
- **Analytical Tools & Languages:** Snowflake, Databricks, Jupyter, PySpark, Python, SQL, SAS, Hive, Apache Ambari, Teradata SQL Assistant, R, Shell scripting, Excel, Power Point, Tableau
- **Databases:** SQL Server, Teradata
- **Software:** MS Project, JIRA
- **Additional Skills:** Database modelling, Bigdata, Hadoop, Cloud computing, Visualization, Agile, SDLC, Requirements gathering, Project Management, Systems Analysis and Design
- **Professional:** Business Ethics, Leadership, Management, Project Management, Presentation, Verbal, and Written Communication.
- **Certifications:** Amazon Certified Solutions Architect Associate (validation number: 5D12H20N1F11ZSG)

WORK EXPERIENCE

Senior Analyst

May. 2022 – Jul. 2022

Synchrony

Hyderabad, India

- Reduced overall credit and fraud losses by **60%** by supporting the creation of an **Analytics Management Platform** and playing a critical role in identifying new trends.
- Utilized a **Cron** job on an **AWS** server to ingest data from a **SQL** server every **5 minutes**, allowing for the creation of real-time fraud alerts.
- Detected a potential fraud attack by analyzing authorization trends and identifying anomalous patterns, resulting in approximately **1 MM fraud attack alerts internationally and 2 MM in the US** with significant business impact.
- Segmented high-risk merchants by computing the fraud-to-sales ratio through the analysis of transactional data from the **past 12 weeks and 4 weeks**.
- Applied **9 distinct treatment rules** to address problematic merchants as suggested by **stakeholders**.

Data Engineering Senior Analyst

Jan. 2019 – Apr. 2022

Accenture

Hyderabad, India

- Reviewed and published data using **SAS** Enterprise Guide and **Python**.
- Worked on complex data derivations using **Teradata** SQL Assistant querying, needed by the Data Analytics team to analyze and build code to provide predictions and insights on real time data which would be needed to improve business.
- Migrated On-prem data to cloud using Amazon Web Services and documented it on **GitHub**.
- Built data extraction and transformation code using **PySpark** and Python on **Data Bricks**.
- Arranged for **Autosys** Jobs to refresh and load data in **Hive** and **Snowflake**, and to run the associated **shell scripts**.
- Developed innovative solutions for challenging business problems and took ownership.
- Managed work requests and delegated tasks to ensure timely project delivery with high-quality outputs, while also conducting **interviews**, onboarding for **3+** open associate positions, and providing mentorship and tool access.

ACADEMIC PROJECTS

Bearcat Bank design upgradation using SQL, Cincinnati, OH

Dec. 2022

- A relational model was developed to enhance the Bearcat Bank's business model by optimizing the structure.

Analysis of Purchasing Trend for Regork Customers using Python, Cincinnati, OH

Dec. 2022

- Analyzed purchasing behavior of \$50-74K income range customers in the Grocery department using Python

Bearcat Bank Online bookstore design using concepts of systems analysis and design, Cincinnati, OH

Sep. 2022

- Designed Online bookstore which acts as a platform to order books using concepts of Systems Analysis and Design.

Analysis of Cincinnati housing data using R, Python and Tableau, Cincinnati, OH

Feb. 2023

- Provided insights on housing data collected for Cincinnati using R, Python and Tableau.

Data Analysis for Cosmetics Department of Regork using R studio, Cincinnati, OH

Oct. 2022

- Qualitative and Quantitative data analyses were carried out on the complete journey data set to extract insights.