

Reshma Punukollu

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EDUCATION

University of Cincinnati, Carl H. Lindner College of Business

Cincinnati, Ohio

Master of Science, Major: Information Systems

Expected: Dec. 2023

Graduate Certificate, Data Analytics

GPA: 3.9

MLR Institute of Technology – MLRIT

Hyderabad, India

Bachelors in Electronics and Communication Engineering

Jun. 2018

SKILLS

- **Technical:** AWS, Snowflake, Databricks, PySpark, Python, SQL, SAS, Hive, Apache Ambari, Teradata, R, Shell scripting, Excel, Power Point, MS Project, Jira, Hadoop, and Tableau
- **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 across the team ensuring project was delivered on time with quality deliverables.
- Conducted **interviews** and onboarding for 3+ open associate positions while providing **mentorship** and tool access to new team members.

ACADEMIC PROJECTS

Purchasing Trend for Regork Customers

Dec.2022

- Worked in a team of three to uncover purchasing behavior trends.
- Analyzed customer data in the \$50-74K income range, specifically in the Grocery department.
- Visualized the analyzed data using **Tableau** to create informative dashboards.
- Goal was to provide valuable insights for Regork's data-driven decision-making.