

SRIRANJAN SRINIVAS, SRIBHASHYAM

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EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT

Los Angeles, CA

Master of Science in Business Analytics (MSBA)

Expected December 2020

- AB Testing, Quantitative Marketing Analytics, Revenue planning & Optimization, Data Warehousing & Reporting.

COLLEGE OF ENGINEERING GUINDY

Chennai, India

Bachelor of Engineering in Computer Science

May 2019

- Database Management, Big Data Analytics, Natural Language Processing, Data Structures & Algorithms

TECHNICAL SKILLS

Languages: Python, SQL, R, C, HTML, CSS, Java, C++

Databases: Snowflake, Aurora, MySQL, MemSQL, Stored Procedures, Query Optimization

Production & Deployment: AWS Solutions Architect, Spark, Apache Airflow, Apache Kafka, Snowflake, dbt, docker

Data Science & ML: Causal Inference, Deep Learning, Predictive Modelling

PROFESSIONAL EXPERIENCE

DATA SLEEK

Los Angeles, 2020

Data Engineer

May 2020 - Present

- Worked with 5+ clients to understand and translate business requirements into technical specifications
- Built SQL stored procedures that perform analytical queries to detect and alert customer for changes in desired metrics, saving nearly 20% of the base cost.
- Ran benchmark test for several MemSQL configurations to determine optimal configuration for Time Series data, improving performance by nearly 400%.
- Modelled fact & dimensions for advertising department to help in attribution and improve efficiency using dbt & Snowflake

SAMSUNG RESEARCH

Bengaluru, India

Software(Data) Engineer Intern

Summer 2018

- Set up Open Network Automation Platform on local server on top of Openstack, using docker containers, laying the foundation for dynamically scalable ML applications based on resource requirements.
- Upgraded the ETL pipeline by deploying Apache Kafka for streaming data to the microservice.
- Converted existing network services into microservices using Java, transitioning products into a more service-oriented platform, preparing them for 5G in the process.

DATA PROJECTS

Los Angeles Fire Data Analysis

Feature Engineering, Data Modeling, Visualization

- Conducted an exploratory data analysis of fires in Los Angeles with ~ 5M rows raw data from data.lacity.org.
- Statistically plotted Top 3 underutilized and overutilized fire departments with suggested changes.

Streaming Twitter data in Real time with Apache Kafka

ETL, Streaming, Real Time

- Created custom Twitter source connector to pull in data from Twitter and dumped in an Elasticsearch database in real time.

Soccer Player & Team Performance Analysis

Data Scraping & Cleaning, Visualization

- Analyzed and visualized players based on attacking, passing and defensive traits exported from Wyscout, using Python to compare strengths and weaknesses of players and rank them accordingly.

Fact & Dimensional Modelling

SQL, Dimensional Modeling

- Simplified analytical reporting for a startup by designing and generating fact and dimensions in a MySQL database.

Causal Effects of Soda Tax

AB Testing, Diff-in-Diff

- Ran a difference in difference regression to understand the causal effects of soda tax on consumption of sugary beverages to promote a healthier lifestyle.

Housing Price prediction (Kaggle)

Machine Learning, Data Cleaning

- Built a model to predict the price of a house with xGBoost algorithm by performing log transforms and normalizing the data
- Achieved a RMSLE score of 0.13, with a pipelined model, ranking in the top 70th percentile.

ADDITIONAL

- AWS Solutions Architect Certified (SAA-C02)
- Data Science volunteer at MutualAid