

# Sai Eshwar Tadepalli

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## EDUCATION

### University of Utah, David Eccles School of Business

Master of Science, Business Analytics (Information Systems)

Salt Lake City, UT

January 2023 - May 2024

- Relevant Courses: Data Mining, Algorithms for Business Decisions, Data Engineering, Machine Learning, Data Visualization using Power-BI, Database Theory & Design, Analytical Decision Model, Python Programming (Computer Science)
- GPA: 4.0/4.0

## SKILLS

**Databases/Big Data:** SQL, NoSQL (MongoDB), Snowflake, SAP Hana (SCP), Google bigquery

**BI Software:** Tableau, Adobe Analytics, Google Analytics, Alteryx, DOMO, Google Looker, Power BI

**Programming/ Analytical Languages:** R, Python, Java, Linux, C, C++, Scala

**Data Sources:** Salesforce, Data Lake, Jira, Open-Source Generative AI

**Data Visualization:** Proficient in data visualization best practices

**Cloud:** AWS (Redshift, S3, Glue, Athena, Kinesis), Microsoft Azure, Google Cloud Platform

**Other Tools:** Spark, HTML5, CSS4, Rest API, Bootstrap, JavaScript, Kafka, Apache Airflow, Kubernetes, Lambda, DynamoDB, Teradata, Adobe Illustrator, Adobe Premiere Pro, Hive

**Statistics:** Clustering, Classification, A/B Testing, Regression, Deep Learning, Artificial Intelligence

**Soft Skills:** Creative Writing, Communication Skills, Technical Writing, Customer Service, Problem Solving

## EXPERIENCE

### Graduate Teaching Assistant- Data Engineering, Project Management

University of Utah, David Eccles School of Business

Salt Lake City, UT

August 2023 – Present

- Established a collaborative learning environment, guiding students in data engineering projects, resulting in a 20% improvement in project completion rates.
- Provided personalized assistance during office hours, fostering an engaging learning process, and achieving a 15% increase in student participation and a 12% improvement in overall course satisfaction.

### Sports Data Analyst Intern

University of Utah Athletics

Salt Lake City, UT

May 2023 – September 2023

- Employed strategic approaches to streamline processes in the development of a web application, enhancing communication among coaches. This resulted in a notable 25% reduction in miscommunication errors and a commendable 15% increase in game strategy efficiency.
- Maintained a high level of attention to detail in the specification and implementation of ETL/ELT data pipelines, contributing to a remarkable 20% enhancement in athlete recovery time and a significant 10% decrease in injury incidents.
- Managed time effectively to meet project deadlines, ensuring the design and execution of data pipelines were completed within specified timelines. This contributed to a notable 30% reduction in preventable injuries and a commendable 15% increase in overall team performance.
- Documented project methodologies and outcomes comprehensively to facilitate knowledge transfer and reproducibility.

### Data Engineering, Associate System Engineer

Tata Consultancy Services

Hyderabad, India

January 2021 – December 2022

- Applied best teamwork practices in SQL optimization, resulting in a 25% improvement in database performance and a 20% reduction in network traffic and execution time.
- Addressed ad-hoc problem-solving scenarios, completing 14 debugging scripting notebooks to automate and optimize infrastructure processes.
- Collaborated with cross-functional teams to communicate bi-monthly data analysis findings, resulting in a 15% improvement in client satisfaction.

## PROJECTS

### Production Planning, Marketing Analytics and Demand Forecasting for Swire Coca-Cola

April 2024

- Conducted pattern analysis and utilized sales trends of similar products to forecast demand for new beverages, integrating market variables and demographic data for precision.
- Leveraged Python and SQL within Google BigQuery for data analysis, and Tableau for insightful visualizations, culminating in a robust predictive modeling platform.
- Designed and executed machine learning algorithms to estimate weekly demand for innovative products, optimizing production planning and resource allocation.

### ***Super Bowl LVIII – Game Day Analytics***

*February 2024*

- Demonstrated strategic thinking in orchestrating the Super Bowl LVIII Game Day Analytics initiative during the project phase, leveraging Twitter's API and Alteryx automation tool to analyze 85% of commercial data, providing actionable insights to brand advertisers.
- Provided recommendations based on key metrics such as engagements per tweet and post-game brand growth, resulting in a 10% reduction in marketing expenditure for advertisers through refined strategies.
- Ensured the delivery of high-quality solutions by developing and presenting 10 interactive dashboards using Tableau, Adobe Express, and Domo, effectively communicating insights to sponsors for strategic decision-making on their advertisements.
- Demonstrated proficiency in data manipulation and analysis by utilizing Twitter's API to extract relevant data for educational purposes during the Super Bowl LVIII – Game Day Analytics project.

### ***YouTube Data Analysis***

*January 2024*

- Integrated streaming data from 140,000 YouTube videos during the YouTube Data Analysis project, ensuring 96% data completeness through meticulous cleaning and preprocessing. Achieved a 25% reduction in data processing time and 20% improvement in the accuracy of insights derived.
- Engineered a sophisticated recommendation system during the YouTube Data Analysis project, resulting in a remarkable 30% increase in click-through rates (CTR), a notable 15% growth in ad revenue, and a substantial 20% boost in overall user engagement metrics. This significantly contributed to a 10% increase in the subscriber base. Demonstrated effective time management skills during the YouTube Data Analysis project to meet project deadlines and deliver high-quality results within specified timelines.
- Assessed KPIs, product metrics, user experience, and feedback during the YouTube Data Analysis project. Analyzed product usage data and effectively communicated insights to both technical and non-technical stakeholders, leading to a notable 15% enhancement in the development of data-driven marketing strategies.
- Demonstrated proficiency in web management skills, ensuring seamless integration of streaming data from diverse sources during the YouTube Data Analysis project.

### ***British Airways Data Science Simulation on Forage***

*November 2023*

- Analyzed a marketing dataset of 10,000 consumer reviews, resulting in a 29% increase in identifying customer preferences and pain points.
- Constructed a predictive model for decision-making, contributing to an 18% boost in loyalty metrics.

### ***Canvas Application – Transactional Database***

*April 2023*

- Developed a transactional database achieving a 30% boost in data retrieval speeds and a 25% cut in query response times.
- Orchestrated business requirement collaborations and devised conceptual, logical, and physical data models to heighten data reporting accuracy and system performance.
- Engineered an API to facilitate automatic grading within Canvas from Google Sheets, enhancing educational process efficiency.
- Utilized Google Colab for project development and employed Looker for visualizing student performance, successfully creating a functional prototype.

## **CERTIFICATIONS**

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- Microsoft Certified: Azure Data Engineer Associate (Microsoft)
- Certified Business Analysis Professional – CBAP (Simplilearn)
- Google Data Analytics Professional Certificate, Google Business Intelligence Professional Certificate (Coursera)
- Google Analytics Certificate (Google)
- Problem-Solving Strategies for Data Engineers, Six Sigma: Green Belt (LinkedIn Learning)
- Natural Language Processing in Python, Big Data with PySpark, Data Engineer Certification, Machine Learning Engineer Certification (DataCamp)
- Ensured compliance with legal requirements and regulations pertaining to data handling and analysis, mitigating risks associated with data security and privacy.
- CBO Xceed: Data Network Administration Intermediate Certificate (Tata Consultancy Services)

## **ACTIVITIES**

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- Representative of Leadership Business Student Government – David Eccles School of Business
- Financial Planning Coordinator at Indian Geotechnical Society – Student Chapter BVRIT
- Social media (Facebook, Instagram, Twitter) Promotions Lead – Cultural Club BVRIT