

# SATWIK ENUKONDA

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## EDUCATION

**Master of Business Analytics**  
University of New Haven, New Haven, CT

**Jan 2023 - May 2024**  
**GPA: 3.6/4.00**

**Bachelor of Technology in Computer Science and Engineering**  
Sreenidhi Institute of Science and Technology, Hyderabad, India

**Aug 2018 – June 2022**  
**GPA: 7.00/10.00**

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## SKILLS

- **Programming Language:** Python, Java, R, SQL, HTML, CSS
  - **Database Technologies:** MySQL, Data Warehousing, ETL, Relational Databases
  - **Tools and Software:** Power BI, Tableau, Data Visualization, Microsoft Excel, R Studio, Android Studio
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## WORK EXPERIENCES

**Data Analyst at Cognizant, Hyderabad**

**May 2021 - Dec 2022**

- My work has involved utilizing various data analysis tools and software to derive meaningful insights and support data-driven decision-making processes. I am proficient in identifying trends, patterns, and anomalies within datasets and presenting my findings to both technical and non-technical stakeholders.
- Streamlined the data collection process, reducing the time required for data preparation by 30%.
- Identified key customer behavior patterns that led to a 15% increase in customer retention through targeted marketing strategies.
- Developed an interactive sales dashboard that improved the visibility of key sales metrics, leading to a 20% increase in sales team performance.
- Improved data accuracy by implementing new validation rules, reducing data entry errors by 25%.

**Application Developer Intern at Dhanush Info-tech, Hyderabad**

**July 2020 -Sep 2020**

- Effectively led the initial development phase of a water delivery application tailored to meet specific client requirements and specifications, employing advanced tools and methodologies to ensure efficient and reliable performance.
  - Conducted comprehensive requirement-gathering sessions with the client, followed by detailed requirement and impact analysis. Documented all gathered requirements to ensure a clear and actionable project scope.
  - Designed a prototype application using Android Studio and Google Firebase, facilitating user data storage and providing a solid foundation for further development.
  - Executed the establishment and deployment of various procedures on the database server through PL/SQL, resulting in a 40% reduction in data processing time and enhancing system reliability.
  - Successfully deployed the prototype to Dhanush Info-tech for subsequent development stages.
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## CERTIFICATIONS

- Programming in Java -NPTEL CERTIFICATION BY IIT KHARAGPUR
- Introduction to Database Systems - NPTEL CERTIFICATION BY IIT MADRAS

## ACADEMIC PROJECTS

### Account Management Treatment Impact Analysis and Visualization

- Worked on an industry project with Fleetcor Corporation, fleetcor.com, which is a global leader in business payments with 3.4 billion in revenue, 1.7 billion transactions, and 145 billion in business volume as of Spring 2024.
- The goals of this project were to mitigate credit losses by helping with risk management,
- Analyzing high-risk customers, and evaluating the effects of customer treatments such as credit line reductions, term tightening, account closures, and in general assess the effects of such measures on customer performance.
- We have engineered the data model in SQL Server using more than twenty entities, built the required relationships, and cleaned and processed billions of rows using SQL and the SSIS ETL tools. Next, we used models and techniques such as logistic regression, scenario analysis, Survival Analysis (Cox Proportional Hazards Model), Customer Lifetime Value Prediction Models, Sentiment Analysis, Attrition Analysis, and ARIMA.
- For tools, we have used R, Python, Pandas, AutoML, Clustering, Power BI, and Excel. For visuals and dashboards, we have used Power BI and Tableau.

### Customer Churn Analysis

- Created a Power BI report analyzing customer churn for a banking dataset of 10,000+ customers, examining key drivers and trends.
- Reduced analysis time by 30% through efficient SQL querying and data modeling.
- Analyzed churn rate of 20.4%, uncovering high-risk segments contributing to 65% of total churn.
- Applied Python for predictive modeling and segmentation, enhancing retention strategy recommendations by 25%.
- Delivered actionable insights via interactive dashboards, enabling data-driven decisions to reduce churn risk.

### Analysis of Disease-Gene Association

- Novel computational techniques were proposed and investigated for identifying genes associated with diseases.
- The built model demonstrated an accuracy of 85%, surpassing other standard models that achieved an accuracy of 60%.
- Logistic regression, decision tree, random forest, and Naive Bayes were the models employed, each achieving an individual accuracy of 80%.

### Credit Card Fraud Detection

- A range of algorithms, including standard neural networks and deep learning models, were utilized to detect credit card fraud.
- Ada-boost and majority voting methods were implemented, resulting in an accuracy improvement from 70% to 94% and an efficiency increase of 15%.
- The MCC metric was implemented as a performance measure, taking into account true and false positive and negative predicted outcomes.

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## EXTRA-CURRICULAR ACTIVITIES

### National Service Scheme (NSS) Executive Service at SNIST, Hyderabad

2019-2021

- As a member of the student executive council, I coordinated various events including blood donations, health camps, orphanage visits, cloth donations, and food distribution drives within the city.
- Additionally, I organized informative sessions to raise awareness on various social issues.
- Arranged state-level workshops at SNIST (Sreenidhi Institute of Science and Technology).