SHRADDHA GOPALAKRISHNAN

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EDUCATION

- **Master of Science** in **Data Analytics** – GPA 3.8   Sep 2019 – Jul 2021
  Northeastern University, Boston USA
- **Bachelor of Engineering** in **Computer Science –** GPA 3.7   Aug 2014 – Jun 2018
  Mumbai University, Mumbai INDIA

SKILLS

- **Data Engineering-** Amazon Cloud, Google Cloud Platform, Snowflake, Databricks
- **ETL Tools-** Informatica PowerCenter, Google Big Query
- **Databases-** DynamoDB, Oracle DB, Snowflake DB
- **Business Intelligence-** Tableau, Power BI, IBM Cognos, Qlik Sense, Splunk
- **AWS-** Amplify, LightSail, Lambda, Data Sync, AppSync, Cognito, QuickSight
- **Project Management-** JIRA, Smartsheet, A/B Testing, Mural
- **Programming-** Java (BlueJ, VS Code), R (RStudio), Python (Spyder, Jupyter) SQL (MySQL, PostgreSQL, MS SQL Server, Snow SQL)

WORK EXPERIENCE

CENTILLION INFOTECH
Data Analyst – Cloud Analytics   Aug 2022 – Present
- Spearheaded a real-time data extraction initiative in the cloud Pub/Sub for a messaging service,
  building event-driven system through Big Query SQL queries, resulting in a 25% increase in upselling opportunities
- Developed and maintained LookerML dashboards for visualizing customer segmentation,
  enabling targeted marketing campaigns and promotions
- Utilized Cloud Vision 10 APIs for data extraction, transformation, and label detection to understand
  content of website images using machine learning models
- Collaborated with 3 cross-functional teams to interpret cloud analytics findings, contributing to the
  development of strategies that enhanced customer engagement and satisfaction.

EGEN SOLUTIONS   Oct 2021 – May 2022
Business Data Analyst – Product Strategy
- Led 3TB HCM data migration to AWS with Hadoop-S3 integration, optimizing pipelines and reducing workload
  using Informatica IICS to reduce latency in transferring 10M+ records from IBM Cognos
- Executed exceptional project management, on-time delivery, SMART goals, and valuable Company Sales insights

REVOLUTIONARY INTEGRATION GROUP
Data Analyst Coop – Artificial Intelligence   Sep 2020 – Sep 2021
- Employed trigger functions and CAN-bus protocols via DFDs for a driver-less car sensor project, integrated front-end
  requests with back-end timestamps as trust levels improving vehicle safety by 87% and ensuring secure data transfers
- Led a HIPAA-compliant project on a healthcare app utilizing cloud-Nimbus for Covid-19 vaccine dispatch, opening
  doors for RIG to the $83.5B tele-medicine market (NLP/ML solutions research)
- Innovated AI/BI solutions for ideating an IoT-Finance ad-blocking app obtaining secure financial transactions using
  RIG's 2 data products Dynamic Trust and Nimbus State Cloud Matrix

RELIANCE JIO
Business Analyst – Product Management   Jun 2018 – Jul 2019
- Enhanced security in gated complexes by 56% by orchestrating a 3-way integration for a visitor management software
  VMS app, resulting in a successful launch of JioGate with over 10K installs on the Play Store
- Guided and supervised 4 BA Interns in Google/Adobe Analytics to analyze user traffic/ behavioral patterns for
  JioCinema and JioTV providing marketing funnel insights to the Consumer Sales Team of Jio Media Service department
- Achieved a 12% improvement in worksheet productivity by automating tasks with Excel Macros. Additionally, played a
  key role in developing MyJio, an all-in-one product application for managing Jio devices, which garnered over 500
  million downloads