

SHEETHAL HEREMAGALUR SRIDHAR

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A data analytics professional aimed at helping businesses grow by drawing insights & creating compelling stories from data.
Effectively showcased analytical, leadership and communication skills through various roles and industry projects.

EDUCATION

University of Illinois at Chicago

Master of Science in Management Information Systems

Expected May 2020

(GPA 3.9/4.0)

Visvesvaraya Technological University

Bachelor of Engineering in Information Science

May 2018

(GPA 3.8/4.0)

TECHNICAL SKILLS

- **Programming:** R, SQL, Python, C++, Java.
- **Statistical Tools:** RStudio, SPSS, Jupyter Notebook, Tableau
- **Web Skills:** PHP, HTML, CSS, Drupal, WordPress
- **Databases:** MySQL, MS SQL Server, MS Access, Oracle
- **Others:** Google Analytics, MS Project, MS Visio, InDesign
- **Courses and Certifications:** Tableau Desktop Specialist (Tableau), IBM Data Science Professional (IBM), SQL for Data Science (UC Davis), Introduction to SQL (Univ of Michigan), Google Analytics(Google)

PROFESSIONAL EXPERIENCE

University of Illinois at Chicago

Dec 2018 – Present

Web Data Analyst (Drupal, WordPress and SQL)

- Handled content management of UIC Business websites using Drupal and WordPress.
- Regulated Capstone project entries in SQL Server and engage with project sponsors and companies.
- Performed and reported a comparative analysis of the ETS exam results of ~460 students per semester.
- Generated reports and surveys using Qualtrics to recognize trends and suggest insights to improve the exam results.

Blue Cross Blue Shield Association

May 2019 – August 2019

Data Analyst (SQL, Tableau, Visio, ClearQuest and Drupal)

- Automated the accuracy report generation of Monthly Plan Reconciliation of 58 Health plans saving 10+ man hours every week.
- Identified and categorized 150 product enhancements and 65 product defects by data cleaning and standardization.
- Prioritized the backlog of enhancement and defect requests helping the team for future product releases.
- Interfaced with key stakeholders to capture and optimize three claim's data flows across the organization.
- Analysed and redesigned Blue Web Pages utilized by 36 Health Plans using Liferay, Google Analytics and Drupal.

Stone & Alchemy Designs

Jan 2019 – May 2019

IT Consultant (WordPress, MS Project, and MS Visio)

- Awarded the Best Client Based Project for building a virtual storefront for a Jewelry designer, which involved market research, online marketplace creation, inventory management and content building for 250+ products.
- Expanded the customer base by enhancing the brand, developing a marketing mix, SEO optimization, and customer engagement.

Whole Health MD

Aug 2018 – Dec 2018

Social Media Strategist (Web Analytics, Digital Marketing & Hootsuite)

- Created a framework to grow a family practitioner's social media presence by analysing market trends in Restorative medicine.
- Provided marketing strategies for brand development, website enhancement and content management using web applications.

RELEVANT PROJECTS

Twitter Analysis to detect Fake Health News (R, Tableau, Python, Google's Auto ML) [Github Project](#) Jan 2019- May 2019

- Built a fact repository to detect fake tweets about vaccines using machine learning models on 18209 tweets.
- Analyzed the fake tweet and fake user characteristics using data visualizations, word clouds and statistical models.

Fund raising assessment for Paralyzed Veterans of America (R, RapidMiner) [Github Project](#) Jan 2019- May 2019

- Exploratory analysis on 23,158 individuals and 481 attributes to predict potential donors for target marketing.
- Compared predictive models for identifying donors to maximize the net revenue by cost-effective direct marketing efforts.

KPI & Dashboard development for Southwest Airlines: Data Visualization (Tableau) [Tableau Dashboard](#) Oct 2018 – Dec 2018

- Identified key competitors, major airports & routes for improving customer engagement by performing KPI and competitor analysis of Southwest Airlines' on time performance.
- Recommended actionable insights and growth opportunities by depicting data visualizations as stories and dashboards.

Control of Cyberbullying (MySQL, Apache Server, Java) [Github Project](#)

Jan 2018-May 2018

- Developed an Online Social Network that is safe from textual based cyberbullying by monitoring the activities of the users.
- Constructed a Cyberbullying detection model that will detect and block bullying posts from the social media.

LEADERSHIP AND AWARDS

- Distinguished as an Outstanding Business student by Beta Gamma Sigma, The International Business Honor Society
- Awarded as the Best Outgoing student for the Class of 2018
- Awarded as the Academic Topper for BE Information Science Department– AIT, 2018
- Presented a paper at National Level on 'Sex Selective Female Foeticide' under Make in India Initiative, November 2016