

# SHREERAM VENKATESH

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## PROFESSIONAL EXPERIENCE

### Data Science Intern, Labelmaster, Chicago, IL, USA

Jan 2024 – May 2024

- Spearheaded a team of 6 to achieve **95%** accuracy in a real-time **Machine Learning (ML) price guidance system**, leveraging **7** years of client data (over **10 million** records) for revenue enhancement
- Implemented **statistical hypothesis testing** and incorporated **Unsupervised/Supervised Learning (Clustering and Regression algorithms)** driving increased customer engagement by **20%** and boosting annual revenue by \$X million
- Enabled decision-making with insights via a **Power BI** dashboard and **Streamlit** UI, improving operational efficiency by **25%**
- Collaborated with Pricing and Analytics team to validate models and integrate the system, resulting in a **12%** revenue increase
- Analysed data for key performance indicators (KPIs), driving targeted business strategies and a **11%** increase in customer retention

### Graduate Teaching Assistant, Illinois Institute of Technology, Chicago, IL, USA

Aug 2023 - May 2024

- Facilitated discussions, graded assignments, and provided feedback on SQL, MySQL, PostgreSQL, DBMS, OLAP, Excel, Python during office hours for the course Database Organization, boosting student engagement by **40%**

### Data Analytics Engineer, KPIT Technology Limited, Bangalore, India

Feb 2020 - May 2022

- Orchestrated the application of **AWS EMR, AWS S3, and SQL** to streamline **ETL** processes in AUTOSAR BSW and RTE layer, enhancing data synchronization and system performance by **80%**
- Deployed Python for processing AUTOSAR data over X gigabytes, engineering machine learning models, achieving a **90%** boost in diagnostic accuracy. Leveraged Tableau for creating dashboards, empowering stakeholders with actionable insights, and accelerating delivery
- Transformed AUTOSAR Ethernet Time Synchronization, composing intricate scripts with over 2000 lines of code in Python, resulting in a **60%** increase in project automation and orderly delivery
- Consolidated data from CAN, LIN, and Ethernet teams, ensuring quality and consistency with AWS Glue and Redshift, resulting in a reduction in integration time
- Conducted A/B tests to optimize features, modules, and products/tools, resulting in a **24%** increase in user engagement. Contributed to **Agile** and **Scrum** practices, utilizing **JIRA** for **efficient project management**

### Intern, KPIT Technology Limited, Bangalore, India

Mar 2019 - Jan 2020

- Transformed Automotive Electronics to drive ADAS insights at KPIT, employing Azure Data Lake, **SQL, Python, Databricks, Power BI, and Teradata**. Developed an end-to-end pipeline for data analysis, resulting in a **90%** increase in customer satisfaction
- Coordinated KPIT projects using vehicle telemetry data, integrating **XG Boost, Clustering with Azure Databricks, SQL Server, Python**. Defined **KPIs** aligned with business objectives, deployed ML algorithms for **60%** boost in predictive accuracy
- Defined KPIs aligning with project objectives and stakeholders' needs, leveraging **Tableau** to design interactive reports and dashboards, improving data visualization effectiveness by **25%**

## PROJECTS

### E-Commerce-Market Analysis

- Employed **R** for analysis of cosmetic e-commerce data (**10 MIL** rows), unveiling key user behavior patterns and popular product categories
- Applied **K-means, RF, PCA, cross-validation**, and **hypothesis testing** to build accurate predictive models (**R-squared: 0.945, 0.847**)
- Presented comprehensive **EDA** findings and feature engineering results in a concise **PowerPoint**, aiding in decision-making for stakeholders

### Sentimental Analysis of COVID-19 tweets

- Leveraged **Natural Language Processing** techniques to analyze sentiments expressed in tweets related to the COVID-19 pandemic
- Trained machine learning models including **XGBoost, Random Forest, SVM**, and **Stochastic Gradient Descent** and achieved an accuracy of **86%** with **SGD**, when refining pandemic sentiment analysis

### Sales Analytics for ATLIQ Software Company

- Engaged the ATLIQ database from Codebasics and Designed a Power BI dashboard, enhancing sales and performance by **90%** (**Power Bi, SQL, Python, DAX, ETL, Excel, Data Wrangling**)

### Telecom Churn Rate Data Warehousing with AWS Redshift

- Implemented **AWS Redshift** and Machine Learning (ML) algorithms to predict telecom churn rate with an accuracy score of **85%** (**AWS Redshift, SQL, ML, EDA, XGBoost, Python, boto3 SDK** for connecting AWS to Jupyter notebook)

## TECHNICAL SKILLS

**Programming Language** - Python, C++/C Programming, R, Embedded C, SQL, Bash, DAX, Java, MongoDB, T-SQL

**Cloud Platform**- AWS (S3, Redshift, Sagemaker, Lambda), Azure SQL, Data Lake, Databricks, Hadoop

**Frameworks & Libraries**- NumPy, Pandas, Matplotlib, Seaborn, Scikit-learn, TensorFlow, PySpark, Keras, PyTorch, NLTK, Seaborn, ggplot2

**Tools**- Power BI, Tableau, Looker, Microsoft Excel, SAP, SaaS, Jira, MySQL, PostgreSQL, MATLAB, GitHub, Streamlit

## EDUCATION

**Masters, Data Science**- Illinois Institute of Technology, Chicago

Aug 2022 - May 2024

**Bachelors of Engineering, Electronics and Computer Engineering**- SRM University, Chennai

Jun 2015 - May 2019

## COURSEWORK

Machine Learning, Big Data, Database Organization, Applied Statistics, Statistical Learning, Algorithms, Project Management, Data Science Practicum, Data Structures, Object Oriented Programming