

# Shriya Reddy Racharla

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## EDUCATION

### University of Delaware

*Masters of Business Analytics and Information Management*

Newark, Delaware, USA

Feb 2023 - Dec 2024

### Amrita University

*Bachelors of Electronics and Communication*

Kollam, Kerala, India

July 2016 - May 2020

## TECHNICAL SKILLS

**Programming Languages:** Python, R, SQL, SAS, PySpark, SparkSQL, HTML, CSS

**Libraries** PyTorch, Sklearn, Pandas, Numpy, Matplotlib, Git, Docker, Lubridate, TidyR, Shiny, Dplyr

**Tools:** Airflow, Snowflake, Databricks, Alation, Alteryx, Control-M, Informatica PC, SSRS, SSMS, Power BI, Qlik Sense, Kafka, CI/CD, PostgreSQL, MongoDB, Kubernetes, Tableau, Excel, Octopus

**Cloud Services:** AWS - S3, Rekognition, Lambda. Azure - Data Factory, Databricks, Synapse Analytics, DevOps, KeyVault, Delta Lake, Blob Storage

## WORK EXPERIENCE

### Data Analyst

*University of Delaware, USA*

Oct 2023 - Present

- Constructed Excel Pivot tables and VBA for data analysis and generated insightful data visualizations in Power BI, aiding stakeholders in understanding spending trends and achieving 80% lab space utilization.

### Data Engineer

*Jones Lang LaSalle, India*

Aug 2020 - Jan 2023

- Extracted data from 50 diverse sources like CRM, Capforce and ERP systems and loaded them into data lake.
- Executed ETL data pipelines in Databricks using Python and PySpark for CSV, JSON and Parquet file formats.
- Performed data transformations like attribute, metadata standardization, source-to-target mappings, and the integration of UDFs alongside MD5 hash functions for enhanced data integrity and security.
- Led Azure-based POC for migrating PeopleSoft data to Delta Lake/ADLS Gen2, ensuring 70% historical data integrity, optimizing resources, and achieving 30% cost reduction.
- Utilized Azure AD and Azure Key Vault to provide secure access to keys and secrets, ensuring data security.
- Used API integration with Postman for Tableau user data, to analyze KPIs like active users and inactive workflows.
- Engaged in Agile Sprint Demos, showcasing completed work and gathering feedback from stakeholders.

### Data Engineer Intern

*Jones Lang LaSalle, India*

Jan 2020 - July 2020

- Supported BAU activities, addressed ad-hoc issues, and performed root cause analysis on dead-lock issues and purged unused workflows, increasing performance time by 95%.
- Achieved 92% test coverage using Python unit tests on PyCharm ensuring data quality and seamless UAT/Prod deployments in Azure DevOps.
- Documented and automated Metadata process in Alation, supporting 500+ users with 1000+ tables.

## PROJECTS

- Possible Finance Application using R** | R-Studio, Excel, Shiny Apps | Developed a finance application, encompassing 99% accurate identity verification utilizing AWS face recognition API, and performed fraudster login detection, account verification, and payday prediction functionalities.
- Social Media ER Model** | Data Modelling, Data Warehouse | Designed a scalable data model, using normalization techniques for effective data organization and clear representation of the platform's data architecture.
- Time Series Visualizer** | Python, NumPy, Pandas, SciPy | Visualized 3 years of daily forum page views, employing Pandas, NumPy, Matplotlib, and Seaborn for data processing and visualization. Created line and bar charts, along with box plots, to analyze trends and seasonality in page views.

## CERTIFICATIONS

- Microsoft Certified: Azure Data Engineer, Azure Fundamentals, Azure Data Fundamentals | Alteryx Designer Core | Qlik Sense | Generative AI | Databricks: Lakehouse Architecture