

Shriya Reddy Racharla

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EDUCATION

University of Delaware, Newark, Delaware	Feb 2023 – Dec 2024
Master of Business Analytics and Information Management ; CGPA: 4.0/4.0	
Amrita University, Kerala, India	Jun 2016 – May 2020
Bachelor of Electrical and Computer Engineering ; CGPA: 9.2/10	

SKILLS

**Programming:** Python (NumPy, Pandas, Object-Oriented), PySpark, SQL (CTE, Window Functions), SAS, R, No-SQL, Data Structures  
**Applications:** Advanced Excel (VLOOKUP, Pivot tables, MACROS), R Studio, Azure Databricks, Azure Data Factory, SSMS, Alation  
**ML and Data Science:** Pandas, Scikit-learn, Matplotlib, TensorFlow, PyTorch, MLOps, Power BI, Tableau, Jupyter notebook  
**Data Engineering:** PySpark, Apache Spark, Apache Airflow, Map Reduce, Hadoop, Snowflake, Impala, Docker, Informatica PC  
**Data Warehousing:** Snowflake, Alteryx, Microsoft Azure  
**Data Visualization:** Tableau, Power BI (DAX, Power Query), Qlik Sense  
**Others:** Analytical thinking, Communication, Root cause analysis, Databases, Data Models, Data Warehousing, Data Management, Inclusive Environment, Organization Capability, Independent Workstream, Ever Changing Situations, Quantitative thinking, and Analysis

EXPERIENCE

Facilities Analyst, University of Delaware, United States   Power BI, Excel	Oct 2023 – Present
<ul style="list-style-type: none"><li>Performed comprehensive data cleaning essential for analyzing data patterns by collecting and refining information from 600 researchers across various departments.</li><li>Utilized Excel Pivot tables and VBA to analyze the data and generate insightful data visualizations in Power BI, aiding departments in understanding common spending trends and achieving 80% effective lab space utilization.</li></ul>	
Data Engineer, Jones Lang LaSalle, India   ETL, Data Analytics, Data Governance	Jan 2020 – Jan 2023
<ul style="list-style-type: none"><li>Engineered ETL data pipelines in Azure Databricks using Python and PySpark programming for XML, JSON, Parquet, and CSV file formats, sourcing data from diverse data repositories.</li><li>Employed Pivot tables, Stored Procedures, CTE, Window Functions, and Joins in SQL to achieve efficient data transformation.</li><li>Implemented SCD Type 2 logic in PySpark and Spark SQL, utilizing UDF’s and MD5 functions to manage historical data.</li><li>Contributed to BAU activities, applied SQL techniques like rebuilding indexes, updating statistics, achieving 99.9% SLAs.</li><li>Enhanced SQL Server performance through server optimization, including memory allocation and disk I/O configuration.</li><li>Automated data validation and analysis using custom Azure Data Factory pipelines, resulting in a 90% increase in data accuracy.</li><li>Worked on Azure Data Lake for data storage, processing, and analytics, including data ingestion and transformation.</li><li>Achieved 92% test coverage across the entire code repository using Python unit tests on PyCharm, ensuring data quality, and ensured seamless deployments via Azure DevOps and GitHub.</li><li>Proficiently used API integration with Postman for 1000 Tableau users’ data, to analyze key performance indicators (KPIs).</li><li>Build cloud architecture POC on Azure Platform to move PeopleSoft data from oracle database to Delta Lake/ADLS Gen2.</li><li>Managed data cataloging with Alation, supporting 300+ users for enhanced data discovery and data governance.</li><li>Implemented and managed complex data workflows using Apache Airflow, ensuring efficient and reliable data orchestration.</li><li>Worked extensively on Erwin and ER Studio in several projects in both OLAP and OLTP applications.</li><li>Collaboritvely worked with cross-functional teams to gather insights, conduct market research, and formulate strategic plans.</li></ul>	

PROJECTS

Possible Finance Application Using R   R-Studio, Python, Excel, Shiny Apps	Feb 2024 - Present
<ul style="list-style-type: none"><li>Developed a multifaceted finance application, encompassing identity verification utilizing AWS Face Recognition API, fraudster login detection, account verification, and pay date prediction functionalities.</li><li>Integrated the features into a cohesive system, ensuring seamless interaction between components and deployed user-friendly website in R Shiny to upload data for verification and access essential information efficiently.</li></ul>	
USA Unemployment and Education Level Data Analysis   Alteryx, Excel, Qlik Sense	Oct 2023 – Dec 2023
<ul style="list-style-type: none"><li>Performed data cleansing with Alteryx Designer and applied data wrangling techniques to preprocess raw data for analysis.</li><li>Analyzed 20-year unemployment and education data for US counties, unveiling actionable insights and creating interactive, visually appealing dashboards in Qlik Sense to aid stakeholders in data-driven decision-making.</li></ul>	
Social Media ER Model   Data Modelling, Data Warehouse	Apr 2023 – May 2023
<ul style="list-style-type: none"><li>Designed a data model outlining core entities and relationships, with a clear representation of the platform's data architecture.</li><li>Implemented normalization techniques to ensure effective data organization, resulting in a scalable database structure.</li></ul>	
Time Series Visualizer   Python, NumPy, Pandas, Scikit-Learn, SciPy	Sep 2023
<ul style="list-style-type: none"><li>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.</li></ul>	
Machine Learning Project on Loan Default Prediction	Mar 2023 – May 2023
<ul style="list-style-type: none"><li>Analyzed 250k loan-acquired customer data, designing a model to identify customers 90% likely to repay loans, and predicting defaulters, saving \$1.2M in potential losses.</li><li>Developed a customer feature algorithm leading to a 15% increase in detecting faulty customers and providing 80% accuracy.</li></ul>	
Human Service Robot   ROS, Python, Robotics, Electric Signals	Dec 2018 - Apr 2019
<ul style="list-style-type: none"><li>Developed voice-controlled system using python libraries Pocket Sphinx for a semi-autonomous system, with the differential drive mechanism.</li></ul>	

CERTIFICATIONS

Microsoft Certified: Azure Data Engineer, Azure Fundamentals, Azure Data Fundamentals | Alteryx Designer Core | Qlik Sense | SSR (Community Service) | Databricks Essentials (Big data, Delta Lake, Data warehousing) | JLL Super Star 2022