

SHREYAS SUNKU PADMANABHA

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SUMMARY

EDUCATION

The George Washington University, DC	Masters of Science in Data Science	May 2024
<i>Relevant Coursework</i> : Data Mining, Data Warehousing and Visualization, Time Series Forecasting, Neural Networks, Cloud Computing		
Dayananda Sagar Institutions, Bengaluru, India	Bachelors of Engineering in Electronics	Aug 2020

TECHNICAL SKILLS

Programming Languages : Python, R, SQL, C, Java

Tools/Frameworks : NumPy, SciPy, Scikit-Learn, Pandas, Seaborn, Matplotlib, Tableau, PowerBI, MySQL, Adobe Analytics, OpenAI, Snowflake, MS Excel (Functions, Formulas, VBA), MS PowerPoint, AWS(S3, Redshift), ETL, Snowflake, Git, Jira

Competencies : Data Pre-Processing, Data Visualization, Data Analytics & Interpretation, Machine Learning, DBMS, Statistics, Databricks, Web-Scraping, Time Series Forecasting, Strategic Thinking, Problem-Solving, Critical Thinking, Communication Skills, Project Management, Collaboration, Adaptability, Attention to Detail, Time Management

WORK EXPERIENCE

AARP,USA—Data Science Intern **July 2023 - Present**

- Analysed 2021-2023 Key Performance Indicators for trends and seasonality, aiding in setting subscription goals and pinpointing declines in renewals and subscriptions.
- Integrated Adobe Analytics with SQL databases, identifying 3 key KPIs, enabling trend analysis for strategic marketing forecasts.
- Experimented with ETS, ARIMA, Prophet for forecasting Key Performance Indicators to allow the marketing team to proactively work achieve the end year goals. Achieved MAPE of ~8% with the ETS model.
- Crafted an ETL process from Adobe Analytics to Redshift, optimizing data flow for analysis, impacting 10+ marketing strategies.
- Created Tableau dashboards for KPI visualization, presenting to stakeholders, influencing marketing tactics with 5 actionable insights.
- Led SEO and content management optimization through network graph analysis, boosting customer journey metrics by 15% through targeted content adjustments.
- Implemented sophisticated data scraping and preprocessing techniques using Sentence Transformers and Beautiful Soup, enabling effective content similarity analysis and traffic insights on AARP's digital platforms.

Melt Tools LLC, USA — Data Science Intern **May 2023 - June 2023**

- Applied k-Means, PCA on 20,000+ dataset, identified 3 key segments, boosting marketing engagement by 20%.
- Partnered with BI team, turning customer insights into strategic actions, enhancing revenue growth in key products.
- Built a Tableau dashboard, improving sales metric visibility, increasing team productivity by 20%, revenue by 5% in Q2.
- Conducted financial trend analysis, elevated camera sales and optimized manufacturing costs, significantly impacting the bottom line.
- Engineered synthetic data generation, enhancing datasets, improving model's real-world applicability by 25%, reducing error by 15%.
- Enhanced model precision with architecture, transfer learning, achieving a higher accuracy and performance in predictive analysis.

Cognizant Technology Solutions, India —Programmer Data Analyst **Dec 2020 – Aug 2022**

- Employed Excel-based data cleaning techniques, resulting in a 50% reduction in duplicate data for streamlined reporting
- Developed Tableau dashboards, enabling stakeholder data analysis; boosted decision-making efficiency by 25%.
- Implemented SQL queries for insurance data, cutting customer data retrieval time by 30%, boosting reporting efficiency.
- Implemented predictive modeling to predict customer behavior, influencing strategic plans with over \$1M impact.
- Optimized ETL processes, saving 500+ hours annually, improving data extraction efficiency and quality significantly.
- Orchestrated Agile for streamlined project management, delivering 5 critical analyses on time, improving efficiency.

TECHNICAL PROJECTS

The Effect of Adolescent Behavior on Health and Educational Outcomes| Python, Statistics, Machine Learning

- Accomplished Classification Machine Learning model with Multinomial Logistic Regression and Decision Tree to classify behaviour of adolescents to anticipate health, educational outcomes of adolescent and attained AUC of 0.78

Crime in Baltimore: Affected Populations and Areas| Python, Tableau

- Investigated and exposed stark disparities in violent crime rates against minorities within Baltimore's city center, employing Tableau to craft an interactive dashboard analyzing over 500K police incidents.

Optimized Sales Insight Dashboard for AtliQ Hardware| SQL, Tableau

- Utilized SQL and Tableau to create a sales dashboard, enhancing decision-making by highlighting key trends, impacting revenue growth across India.

Dynamic Bank Loan Data Analysis and Visualization | Excel (PivotTables,Charts,Dashboard)

- Employed Excel to analyze bank loan data intricately, revealing vital trends and patterns. Crafted interactive dashboards, bolstering strategic decisions with measurable insights, optimizing financial strategies.

Trader Joe's Database & BI Solutions Implementation| Excel, SQL, Tableau

- Designed and implemented a SQL database for Trader Joe's, addressing business challenges with BI solutions. Crafted workflows for data manipulation, including table joins and schema generation, enhancing dashboard interpretability.