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# SUMMARY

Data enthusiast with 4 years of experience having a strong background in business intelligence, data visualization, and data mining. Proficient in **SQL, Alteryx, Python, Power BI, Tableau, and Qlik Sense**. Experienced in A/B testing, data modeling, predictive, prescriptive analytics, machine learning and generating insights. Certified in **Tableau Desktop** and **SnowPro Core**.

# EDUCATION

**W. P. Carey School of Business at Arizona State University** August 2022 – May 2023 Master of Science in Business Analytics (MSBA) *|* CGPA: 4.0/4.0 Tempe, AZ

**Coursework:** Marketing Analytics, Business Process Analytics, **Descriptive and predictive analysis using ML, Deep Learning,** Optimization, & simulation models.

**B.V. Bhoomaraddi College of Engineering and Technology**  July 2014 – May 2018 Bachelor of Technology (Computer Science) Hubli, India

# PROFESSIONAL EXPERIENCE

**Lead Business Analyst** Feb 2024- Present

**Gainwell Technologies** Remote, US

* Executing test cases in ALM for the Medicaid provider and manager websites led to a significant 20% improvement in website functionality and reliability.
* By identifying and addressing potential issues proactively, I not only enhanced user experience but also bolstered confidence in the websites' performance, ultimately driving greater satisfaction and efficiency for users.
* Built, enhanced, and maintained DataStage pipelines, resulting in a 30% reduction in data processing time and a 25% increase in data accuracy. These optimizations led to significant cost savings and improved decision-making capabilities within the organization.

**Data Analyst** June 2023- Jan 2024

**Arizona State University** Tempe, AZ

* Collaborated with a professor to transition 20 decision and simulation models and simulation processes from Excel to Python.
* Utilized **NumPy's** optimized array operations and broadcasting, resulting in a significant 30% reduction in computational time for heavy simulations, thereby enhancing the overall efficiency of decision models and iterations.

**Data Science Analyst** December 2022 – May 2023

**Axon** Scottsdale, AZ

* Successfully automated the time-consuming task of manually categorizing customer reviews, resulting in a remarkable time savings equivalent to approximately 16 hours of arduous manual work. This automation freed up valuable resources for more strategic initiatives.
* Devised a robust **binary classification model** for text categorization, utilizing **Natural Language Processing (NLP)** techniques.
* Led the development of **Tableau dashboards** to present KPIs such as Avg. Promotors, Detractors, and Neutrals Net Promoter Score (NPS), contributing to a 25% reduction in time spent on manual data compilation and report generation, enhancing data accessibility, and facilitated quicker and data-driven decision-making.

**Business Intelligence Developer** November 2021 – May 2022

**Kipi.bi** Bangalore, India

* Led a team of 4 **Tableau** developers to yield insights and track KPIs such as Profit, Sales, Turnover rate by developing dashboards. Also created OTT platform Analysis to track metrics such as # of visitors, click through rate and Ad Campaign result dashboards.
* Responsible for meticulous manual testing on **Tableau** dashboards, validating metrics like Profit and Sales by cross-referencing data with **SQL** queries on the **MySQL** backend.
* Pioneered a team of more than 60 **Tableau** experts, orchestrating impactful webinars and managing diverse **Snowflake and Tableau** training initiatives to enhance the team's expertise.
* Used **Alteryx** to create end to end data reporting pipeline and scheduled the pipeline using Alteryx server which reduced the manual intervention to 0%.
* Formulated **SQL queries** from scratch to extract insightful data, including YTD, MTD, and WTD metrics, conversion numbers, click counts, bounces, and drop-offs, all within Snowflake data warehouse.

**Business Intelligence Analyst** Aug 2019 – December 2020

**Accenture** Bangalore, India

* Analyzed gaps and fetched insights from collected data from cross functional teams and stakeholders by writing **SQL** queries in MySQL.
* Facilitated informed decision-making with **data cataloging using Alation**, resulting in 23% improvement in data-driven processes. Empowered Analytics teams with easy access to valuable insights and leading to 40% reduction in time spent searching for relevant data.
* Enhanced and maintained **Qlik Sense dashboard**s solving errors. Used **Figma** tool for wireframing.
* **Optimized** the existing **SQL queries** by using right JOIN/UNION conditions and constraints, removing unnecessary JOINS and DISTINCT conditions, which helped in reducing the execution time and performance by almost 50%.
* **Integrated the SQL queries in bash script** and Eliminated 5-6 hours of manual work by **automating weekly & monthly report generation** deploying bash scripting and Cron Job**,** leading to time savings of approximately 90% and increased productivity.
* Analyzed crucial marketing data by writing **SQL** queries, including visitor numbers, drop-offs, conversions, and session data, and used Adobe Analytics for verification of the results. This analysis drove a 17% increase in website conversions and a 12% decrease in drop-off rates, improving user experience and engagement.

**Associate Data Analyst** July 2018 – Aug 2019

**Accenture** Bangalore, India

* Implemented business logic to fetch KPIs such as YTD, MTD, WTD, YOY using **SQL** in Google Big query.
* Executed end-to-end ETL testing using **SQL** & monitored GCP Composer scheduling, promptly resolving any errors or bugs encountered. Streamlined data import/export, saving 15% time using Google Cloud Shell.
* Employed Google Cloud Shell for efficient data import and export from Google Cloud Storage, leading to a 15% reduction in data transfer time compared to traditional methods.
* Automated end to end pipeline using Cloud composer and Apache airflow and this optimization resulted in an estimated time saving of 5 hours per week.

# PROJECT EXPERIENCE

* **Parking lot space detection counter:** Built a model using **Computer Vision for image classification** of parking lots by plotting bounding boxes around the cars.
* **Market Analysis for Zomato's Expansion to the US:** Propounded market-entry methods for expansion of Zomato in USA by conducting market analysis using data from competitors. Employed techniques like scraping Reddit data with **PRAW library**, data pre-processing, and **LDA modeling**. Identified topics such as delivery speed, customer service, and app features to devise launch strategy.

# SKILLS AND ACTIVITIES

* **Programming**: SQL [DML, DDL, DCL], **Python, Bash scripting**, HTML, CSS.
* **Tools and software:** JIRA, Mural, Confluence, Snowflake, **Relational Databases [Oracle, MySQL Workbench], Alteryx, Google Big query, Tableau**, **Google Cloud Platform,** **Qlik sense**, GitHub, **Power BI, Microsoft Excel VBA**, Google Sheets,Alation, ALM, Datastage.
* **Key Skills:** Data Transformation in SQL, Data Visualization, Data Stewardship, Data Governance, Data Manipulation, Machine learning, A/B testing, Classification, clustering, Statistical significance, Confidence Intervals, Sampling, Hypothesis testing, SDLC , Regression analysis.
* **Certifications: Tableau Desktop Specialist**, SnowPro Core Certification [Snowflake Data platform], Udemy Oracle SQL: Become a Certified SQL Developer from scratch, **Udemy’s Statistics for Business Analytics & Data Science, Udemy’s Data Warehouse Guide**.