SIVANAGARAJU BORRAJU

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Professional Summary

Data Analyst with 4+ years of experience in business intelligence, data analytics, and data pipeline development across fast-paced, data-driven environments. Proficient in Python and SQL, with hands-on experience in developing ETL pipelines, automating deployment workflows, and optimizing data models to support large-scale analytics in cloud environments. Adept at translating complex business problems into actionable insights through predictive analytics and SQL-driven dashboards in Power BI. Applied Large Language Models (LLMs) to extract structured insights from unstructured feedback, enhancing sentiment analysis and campaign performance. Known for a collaborative mindset, strong curiosity, and a commitment to driving data-informed decision-making.

Skills

- **Programming:** Python, SQL, Scala, R, Java, JavaScript
- **Cloud Platforms:** AWS (Lambda, EC2, S3), Azure, GCP
- **Big Data Technologies:** Apache Spark, Databricks, Snowflake, Apache Airflow
- **Databases:** MySQL, PostgreSQL, MongoDB, SQL Server, Oracle, Redis
- **Data Visualization:** Power BI, Tableau, Looker, Matplotlib, Seaborn
- **Excel & Spreadsheet Analysis:** Advanced Excel, VBA, Power Query, Pivot Tables, XLOOKUP, Financial Modeling
- **Machine Learning:** Scikit-learn, TensorFlow, Spark MLlib, XGBoost
- **Version Control:** GitHub, Docker
- **Soft Skills:** Agile methodology, cross-functional collaboration, communication

Experience

Santander Bank, Jersey City, New Jersey   **February 2025 - Present**
Data Analyst

- Built ETL pipelines using Python, Redshift, and Databricks that solved 6-hour reporting delays, improved transformation time by 35% and enabling real-time transaction insights using Snowflake-based self-service analytics.
- Implemented CI/CD workflows to eliminate weekly deployment failures, increased system reliability by 95% and reduced deployment time from hours to minutes while improving data security and governance compliance.
- Developed validation frameworks with automated schema checks and metadata tracking, reducing data errors by 40% and improving data governance practices across teams.
- Created Power BI dashboards using SQL and DAX, enabling self-service data exploration for business users, increasing accessibility by 45% and reducing ad-hoc requests by 50%.
- Applied LLM models to analyze 10,000+ unstructured customer feedback responses, delivering sentiment insights that improved campaign performance and increased marketing ROI by 30%.

Keurig Dr. Pepper, Dallas, Texas   **August 2023 - December 2024**
Data Analyst

- Improved resource planning by developing custom SQL queries and financial models, which helped identify underutilized budgets and improved forecasting accuracy, saved over $2M annually.
- Built automated data pipelines from Google Analytics and Adobe Analytics using Python, reduced manual work by 80% and enabled daily performance tracking through governed, secure reporting channels.
- Created executive dashboards in Tableau and Power BI that displayed real-time KPIs for financial and operational performance, speed up decision making and increased leadership alignment across departments.
- Led cross-team reporting governance, resolved communication gaps by defining common metrics and report templates, which improved on time project delivery by 30% and enhanced stakeholder trust.

Charter Communications, Hyderabad, India   **April 2020 - December 2022**
Data Analyst

- Used SQL and Python to analyze large-scale datasets and optimize data pipelines, which helped reduce processing time by 20%.

- Designed and maintained dashboards using Power BI, which improved data accessibility by 40% and streamlined reporting workflows by 35%, enabling faster decision making across departments.

Education

Master's in computer science | Lamar University, USA
Relevant Coursework: Python, Statistics, Big Data Technologies, Data Visualization, Analysis of Algorithms, Machine Learning, Computer Networks, Cloud Computing, and Software Engineering

Bachelor's in computer science | VLITS, Guntur, India
Relevant Coursework: Programming Languages (C, C++, Java, Python), Database Systems, Statistical Methods, Data Structures, SQL, Computer Networks, Operating Systems, Object Oriented Programming, Machine Learning, Data Mining

Projects

AI-Powered Customer Retention Analytics
- Built machine learning churn prediction model using Python (Scikit-learn, XGBoost) with ensemble methods on 5000+ customer records from publicly available datasets (Kaggle), achieved 82% accuracy and created automated Excel reporting templates with VBA macros for stakeholder distribution.
- Applied natural language processing to analyze 1500+ customer support tickets using sentiment analysis, integrated findings into Power BI dashboard and Excel pivot tables with advanced formulas (INDEX-MATCH, SUMIFS) that helped marketing teams save $220K in retention costs.

Skills: Python, Machine Learning, NLP, Excel VBA, SQL, Power BI, Predictive Analytics

Fraud detection and Risk Analytics
- Built fraud detection models using Python (Random Forest, Gradient Boosting) on 10,000+ transaction records, achieving 87% accuracy in identifying suspicious patterns and reducing false positives by 35%.
- Created real-time risk monitoring dashboard in Power BI with SQL integration and automated alert system, helping compliance teams detect fraud 48 hours faster and prevent $450K in potential losses.

Skills: Python, Machine Learning, Random Forest, Power BI, SQL, Risk Analytics, Real-time Monitoring

Achievements
- Certification of Excellence for Outstanding Graduate Student from the Department of Computer Science at Lamar University.
- Won The Best Debutant 2020 Award for outstanding performance at Charter Communications.
- Undergraduate project published in the Journal of Composition Theory, recognized for its practical insights and cited by peers in academic presentations and departmental discussions.