# Venkata Shreya Kala

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## SKILLS

**Technical: Python** (Pandas, NumPy, Scikit-learn, Matplotlib), SQL (MySQL, SQLite), PySpark, R, Java

**BI Tools: Excel**, Power BI (DAX, Power Query), Tableau, **DisplayR**, Google Data Studio

**ML Techniques:** Regression, Classification, Clustering, Transformers, Forecasting

**Cloud/Tools: Azure**, AWS, Git, Databricks

**Soft Skills:** Communication, Analytical Thinking, Time Management, Adaptability, Detail-Oriented

## EDUCATION

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|---|---|
| **University of Alberta** | Edmonton, AB, Canada |
| *Master of Science in Modelling, Data, and Predictions (Data Science)* | *2023 – 2025* |
| **Heriot-Watt University (Transferred from University of Surrey)** | Dubai, United Arab Emirates |
| *Bachelor of Science in Computer Science with First-Class Honours* | *2020 – 2023* |

## EXPERIENCE

**Data Analyst (Contract)** — July 2025 – Current
*Signal Hill Insights*

- Built **banner tables**, cross-tabs, and **dashboards** in **Displayr** for **brand lift studies** (n=600+), leveraging exposed/control designs and podcast audience demographics (Demos+) to deliver insights and streamline reporting.

**Data Science Intern** — February 2025 – June 2025
*Momentum Media*

- Developed dynamic **Excel** reports and **Python** workflows to analyze Radio listenership, integrating station metrics with demographic splits.
- Contributed to building time-based **multiplier models** and **integrated** data across multiple platforms to accurately estimate total audience and maintain consistency.
- Created scalable **templates and comparison spreadsheets** with embedded metrics, adjustments, and validation flags to compare listenership performance across methods and sheets.
- Performed variance and **trend analysis** to identify insights and improve audience estimation accuracy.

**Teaching Assistant** — September 2022 – December 2022
*Heriot-Watt University*

- **Supervised** students in practical lab sessions for Software Development, Programming Languages, Data Communications and Networking courses, and accelerated assignment completions.
- **Coordinated** with 3 instructors, assessed 35% of weekly submissions and **evaluated** understanding of concepts.
- Provided **personalized support** for a class of ~100 students that boosted course satisfaction.

**Information Technology Intern** — May 2022 – July 2022
*Kuwait Oil Company, Kuwait*

- Executed the **DevOps** Life Cycle to develop and deploy a Ticketing web application
- Facilitated **SCRUM** for the team as a Scrum Master, ensuring adherence to the framework.
- Implemented Agile testing methods for source code, orchestrated **AWS** infrastructure components, and introduced automation tools, such as **Git**, without system disruptions.

## PROJECTS

**Room Style Recognition and Image Generation** | *Python (PyTorch), Deep Learning, CNN, Generative Models*
- Deployed **image recognition** model- ResNet50 to categorize a room's interior style.
- Fine-tuned **Stable Diffusion** to generate high-quality images for the prompted interior style.

**Personal Finances Dashboard/Report in Power BI** | *Power BI, Data Visualization, DAX, Power Query*
- Designed a personal finances dashboard in **Power BI**, analyzing income/expenses over 38 months.
- Engineered data pre-processing using **Power Query** and over 8 metric calculations using **DAX** queries.
- Developed **interactive** filters and visualizations for annual and monthly **financial analysis**.

**Sales and Revenue Analysis and Dashboard** | *MySQL, Tableau, Sales Analysis, Visualizations*
- Analyzed 7000+ rows of sales data using **MySQL**, extracting key performance indicators (**KPIs**) and identifying trends across regions.
- Developed an interactive **Tableau dashboard**, visualizing SQL query outputs by **joining tables**.
- Used advanced SQL (CTEs, subqueries, window functions) to analyze customer behavior and sales performance.

**Text Recognition of Historical Text** | *Python (PyTorch), Data Collection, Deep Learning, Transformers, OCR*
- Achieved competitive performance with the fine-tuned **Transformer**-based TrOCR model recognizing 89% of the tested historical text with **PyTorch**.
- Deployed the model on **HuggingFace** and HuggingFace Spaces, allowing for easy public trials and accessibility garnering 50+ engagements.

## CERTIFICATIONS

**DeepLearning.AI- Deep Learning Specialization**
- Skills: Convolutional Neural Networks, Recurrent Neural Networks, LSTM, and Transformers

**The University of Pennsylvania- Business Analytics Specialization**
- Skills: Financial, Human Resources, Operations, and People Analytics