

SRAVYA JAYANTHI

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Career Objective

Dedicated Data Science Professional with over 3.5 years of hands-on experience in Project Management and Data Analytics with an expertise in leveraging Data Visualization, SQL & Python to deliver actionable insights and drive business growth.

TECHNICAL SKILLS

- Data Analysis, Data visualization, Project management
- **Languages and Frameworks:** Python, SQL
- **Databases and QL:** MySQL
- **Libraries:** PlotLy, Matplotlib, Seaborn, Scikit Learn, Numpy, Pandas
- **Tools and Infrastructure:** Jira, MS Excel, Tableau, Agile
- **Certifications:** Certified Scrum Master

WORK EXPERIENCE

University of Michigan, Dearborn, MI, USA

July 2023- Present

• Research Assistant – Intelligent Systems lab

- Preliminary research in collaboration with National Institute of Health to study signatures in driving behavior that can enhance classification for onset of Alzheimer's across age groups.
- Developed a video processing interface using OpenCV that can segregate the video data which has passengers and blur the faces of passengers who are not a part of the study.

Kantar, Hyderabad, India

Aug 2017-Mar 2021

• Project Management Analyst || Clients: AB InBev, Mondelez International, GSK

Jun 2019-Mar 2021

- Created weekly reports using complex SQL queries on beverage consumption data across 32 states in the US.
 - Market research data analysis, data exploration, data cleaning with Python.
 - Educated and trained team members on accessing data and utilizing self-serve analytics tools, resulting in a 40% increase in data literacy and self-sufficiency among stakeholders.
 - Planned efficient stakeholder management by benchmarking, thus reducing the non-billable project hours by 16%.
 - Built data visualizations using **Tableau** for business KPIs.
 - Implemented data pre-processing and feature engineering techniques on customer research data and delivered insights using Consumer Usage.
 - Managed day-to-day activities, including task prioritization, customer communication, and team coordination, to meet project goals.
 - JIRA Implementation for ad-hoc data reporting and analysis, extensive experience in data manipulation and visualization.
 - Customer feedback at stores
 - Organized and facilitated project planning, daily stand-up meetings, reviews, retrospectives, sprint planning, sprint sizing, release planning, demos, and other **Scrum**-related meetings.
 - Proficient in **Agile** project management.
- **Achievements:** Won award in Q4 2019 for being an 'Outstanding performer and Contributor'.

ACADEMIC PROJECTS

- **Descriptive analysis on Tokyo Olympics 2021 | SQL**
Enhanced queries to bring down execution time from 0.32 to 0.03msec.
- **Descriptive analysis on Covid – 19 | SQL**
- **Bike sales analysis | Excel**
- **[Tableau portfolio](#)**
This link above shows all the dashboards I have created.
- **Automatic Number Plate recognition using Tesseract OCR | Python**
Using python, OpenCV and tesseract OCR bounding box was created on the number plate.
- **Data Cleansing and Preprocessing for Enhanced Data Quality | Python**
Ensured data quality by handling missing data, outliers, and inconsistencies, thereby enabling accurate and meaningful analysis.

EDUCATION

University of Michigan, Dearborn, MI

Aug 2021-Apr 2023

Master of Science, Data Science

GPA-3.77/4.0

Key Courses: Project management and control, Database systems, Big Data Analytics and Visualization

Jawaharlal Nehru Technological University, Telangana, INDIA

Sep 2013-June 2017

Bachelor of technology, Computer Science and Engineering

Key Courses: Algorithms and Design, Object Oriented Programming, OS, Compiler Design, Data Structures