SREENIVAS PAKYALA

Machine Learning Associate

CONTACT

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[LinkedIn](#) in

EDUCATION

B.S.
Computer Science
University of Pittsburgh
September 2011 - April 2015
Pittsburgh, PA

SKILLS

Programming: Python (Scikit-learn, Pandas), SQL, VBA
Data Visulization: PowerBi, MS Excel, Plotly
Modeling: Logistic regression, linear regression, decition trees
Databases: Oracle SQL, MySQL

WORK EXPERIENCE

Senior Data Analyst

Ross Industries

February 2020 - current / New York, NY

- Used PowerBI and SQL to redefine and track KPIs surrounding marketing initiatives, and supplied recommendations to boost landing page conversion rate by 38%
- Led a team of 4 analysts to brainstorm potential marketing and sales improvements, and implemented A/B tests to generate 15% more client leads
- Redesigned data model through iterations that improved predictions by 12%

Data Analyst

Liberty Mutual Insurance

January 2018 - February 2020 / New York, NY

- Built data models and maps to generate meaningful insights from customer data, boosting successful sales efforts by 12%
- Modeled targets likely to renew, and presented analysis to leadership, which led to a YoY revenue increase of $300K
- Compiled, studied, and inferred large amounts of data, modeling information to drive auto policy pricing

Data Analyst

Chegg

April 2015 - January 2018 / New York, NY

- Devised KPIs using SQL across company website in collaboration with cross-functional teams to achieve a 120% jump in organic traffic
- Analyzed, documented, and reported user survey results to improve customer communication processes by 18%
- Collaborated with analyst team to oversee end-to-end process surrounding customers' return data