SRIJA NARAHARISETTI

484-999-7268 | srijanaraharisetti@gmail.com | https://www.linkedin.com/in/srija-naraharisetty/

SUMMARY

Highly skilled professional with a strong background in business analytics and data science. Proficient in **Python, R, SQL, and Tableau**, with expertise in **data visualization, predictive modeling, and data-driven storytelling**. Specialized in logistics and supply chain management, optimizing operations and decision-making throughout the supply chain.

SKILLS & COMPETENCIES

- **Technical**   **:** Python, My SQL, SAS Programming, R Programming, HTML, MS Office, Tableau, Jupyter, Postman
- **Specialization** : Data collection, Market research, Supply Chain Management, Event Management, Content writing, Team Management, Customer Relationship Management
- **Certifications : Google Data Analytics, Business Analytics (Institute of Analytics, London, UK)**

EXPERIENCE & KEY PROJECTS

MiMinions.ai – Market Research Analysis   Sept 2023 – Dec 2023
- Performed SWOT, PESTLE, and Porter's Five Forces analyses for strategic app enhancement recommendations.
- Conducted competitor analysis, delivering customized pricing solutions for shipments.
- Strategic analyses informed app enhancements, proposed tailored pricing solutions, and suggested user-friendly features to enhance the truck driver experience, leveraging Python, Tableau, and MS Excel.

Prolifics   Jul 2023 – Sept 2023
- Implemented a Random Forrest Machine Learning model to predict fraudulent transactions using company's historic data and company's outsourced data ensuring comprehensive learning and accuracy.
- Exposed the trained model using a Flask API, which can be used to check/predict if a transaction is fraudulent.
- The API offers real-time transaction authentication to preemptively identify and flag potential fraud.
- Visualized the number of fraudulent transactions in each state of India for more insights from data.

Expedia.com - Customer Analytics use case to Improve Customer Bookings   Sept 2022 – Dec 2022
- Developed an algorithm to predict the booking trends for the customers from an Expedia Hotels data set which was a part of American Statistical Association data fest (ASA).
- Designed prediction models achieving over 97% accuracy for booking predictions using Logistic Regression.
- Leveraged Python, R, Tableau, and Machine Learning to implement and fine-tune the model with Ridge and Lasso regularization.

IBM, Study on Employee Attrition & Performance   Oct 2021- May 2022
- Led a retention analytics program, examining factors behind employee attrition.
- Employed Random Forest for feature selection, identifying key attrition factors, and created an analytics toolset to predict at-risk employees.
- Utilized Python, R, Tableau, and machine learning tools for data analysis, employing seaborn plots like correlation heatmap, violin plot, and facet grids.

MENTORMIND - UBER   Jul 2021-Sept 2021
- Leveraged LinkedIn for skill mapping, analyzing the skill and labor market to identify challenges affecting Uber's growth.
- Developed a scalable analytical model for profile matching by consolidating various data streams.
- Utilized R, Tableau, MS Access, Excel, and MS PowerPoint to conduct a comprehensive analysis and create research reports for executive management.

CTEL Infosystems   Apr 2021 – Jun 2021
- Conducted interview and discovery sessions to evaluate HR processes.
- Employed various structured and semi-structured tools to collate and analyze data from diverse sources.
- Utilized Google Sheets, MS Word, and MS Excel in the data analysis process. Published a whitepaper that outlined HR market analysis, trends, functioning, and recommendations.

EDUCATION

Master of Science in Business Analytics (MSBA)   Sept 2022 – Dec 2023
The A. Gary Anderson Graduate School of Management, University of California, Riverside (UCR), CA, USA

Business Analytics   Jun 2021 – May 2022
Institute of Analytics (IoA), London, UK

Bachelor of Business Administration (BBA)   Jun 2019 – May 2022
St. Ann's College for Women, Hyderabad, TS, India