Srikanth Gembali

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# PROFILE SYNOPSIS

* Data Analyst professional from **GITAM** University with more than **2 years** of progressive experience: Currently working with **Deloitte**, Hyderabad
* Implemented a Machine Learning project from conception till production
* Experience in building predictive models and implementing methodologies for client product involving Business understanding, Data analysis and statistical modelling
* Experience in cloud platforms like Amazon Web Services (AWS) and Google Cloud Platform (GCP)
* Good Knowledge and worked on various Academic projects in Data Science and Machine Learning tools and

Technologies - Data Mining, Data Visualization, Machine Learning in both Supervised and Unsupervised learning and Data Management

* Experience in building Live and Interactive Dashboards in Tableau and Power BI on real time data
* Completed Common Proficiency Test (CPT) the first level of Chartered Accountancy examinations

# PROFESSIONAL WORK EXPERIENCE

**Data Analyst – Global Audit & Assurance, Deloitte Mar’22 - Present**

**Key roles:**

* Managing Analytics Portfolio, which involves working on Data Visualization tools and developing Machine Learning models to enhance reporting and analysis capabilities
* Implementation of learning content evaluation strategy based on Kirkpatrick’s Model of Training Evaluation
* Developing Forms and Pages in MS SharePoint to gather, interpret and examine the data to create and develop Machine Learning Models and Data Visualization analysis
* Study and identify relevant findings and provide actionable insights to the leadership

**Jr. Data Analyst – Information Analytics, Gspann Technologies Dec’20 – Jan’22**

**Key roles:**

* Developing and implementing Machine Learning Algorithms
* Developing Customized solutions and Implementing Automation in codes and processes in Production
* Maintain a deep understanding across the advanced analytics/machine learning spectrum
* Communicate findings and report progress to stakeholders on a regular basis

**Intern – Finacplus May – Aug’18**

**Corporate Governance Analytics Project**

* The company’s ID or CIK (Central Index Key) are given and to get the filings of the company we must visit at SEC website. After that DEF 14A filing must be selected from the different filings registered with the company.
* After downloading the filing, the necessary factors required are represented in Dollar’s denomination. The filing date and the date of period of report are also mentioned in the filing.

# PROJECTS UNDERTAKEN

# Viewership modelling process Media and Entertainment - viewership analytics

Built new propensity model insights for advanced segmentation and targeting, allowing them to advertise focused content and increased viewership. Generated propensity scores to predict likelihood of the users watching a show based on their demographic and viewership data. Built pipeline for existing propensity models by converting R script to python script and improvised current propensity evaluation metrics.

**Recommendation Tool Media and Entertainment - viewership analytics**

Built Recommendation systems models for identifying similar users and shows and recommending the said content to the target audience by using various machine-learning algorithms. Using the model built developed a Flask Application where at least 20 similar shows can be displayed from the input given along with the similarity scores. Worked on both the frontend and backend of the UI.

**Conversion Reporting Media and Entertainment - viewership analytics**

Calculated conversion of audience who watched movies and shows from the date of its broadcasting. It showed a better holistic approach in analyzing the impressions created by the advertisements. Also, a few audiences have been taken in consideration to see the ads to prevent false impressions in conversion rate calculations as taking a smaller audience into account can be misleading.

**Sentiment Analysis Monitoring & Measurement – Learning compliance**

# ACADEMIC PROJECTS UNDERTAKEN

# Implementing Classification Algorithms on Donors Choose Data

# Understanding the data and implemented exploratory data analysis to find the initial observations on the data. Based upon the EDA, handled missing data, categorical data and then implemented classification techniques and hyper parameter tuning of model is also implemented to find out the best hyper parameter to find optimal model with best results, keeping the Runtime and Space complexity in mind. Using libraries like numpy, pandas, sklearn, seaborn and plotly.

# Understanding the Behavior of Linear Models

# Observing the behavior of linear models work in case of an imbalanced dataset and implementing the hyper plane on the data and observe how it works for SVM and Logistic Regression. Checking the feature importance of the numerical feature of the data and comparing it with SVM and Logistic Regression using SGD classifier. Understanding the impact of outliers by visualizing the best fit linear regression line for different scenarios. Finding the correlation between the features and find the best model hyper parameter using SVM and Logistic Regression.

# Database Management System

# Performed the analysis of SQL using SQLite on python jupyter notebook, where the SQL queries are implemented on IMDB data, prepared several queries to find out the different scenarios to give output based on the individual ID’s given to every feature, names of the movies, actors, Directors, year of release etc., from the Data tables and Mapping tables which contains primary keys and foreign keys and Using libraries like pandas to read the data.

# EDUCATION

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| **COURSE NAME** | **UNIVERSITY NAME** | **YEAR** | **CGPA** |
| BBA - Business Analytics | GITAM University | 2017-20 | 8.4 |
| Common Proficiency Test (CPT) | Institute of Charted Accountancy of India | 2015 | 116/200 |
| Intermediate (MEC) | Board of Intermediate Education | 2013-15 | 93% |
| Secondary Education | Central Board of Secondary Education | 2007-13 | 7.8 |

**TECHNICAL EXPERTISE**

* Python, JavaScript, R, SQL
* Fast API, HTML, CSS
* Tableau, Power BI
* AWS, GCP
* MS SharePoint, SharePoint Designer, Nintex Forms, MS Project, Qualtrics (Survey Tool)
* Excel VBA (Beginner)