SRILEKHA TIRUMALA VINJAMOORI

Arlington, TX | srilekha.tv@gmail.com | +1 (682) 407-7974 | linkedin.com/in/srilekha-tirumala-vinjamoori

SUMMARY

Data Analyst skilled in SQL, Python, and R, with expertise in data visualization, predictive modeling, and process optimization. Proven ability to transform complex datasets into actionable business insights, improving efficiency and decision-making. Experienced in building machine learning models, designing interactive dashboards in Power BI and Tableau, and optimizing databases for performance. Adept at collaborating with stakeholders to drive data-driven strategies, reduce inefficiencies, and enhance operational outcomes.

EDUCATION

University of Texas at Arlington, MS in Information Systems   Aug 2023 – May 2025
- **Coursework:** Data Mining, Data Visualization, AI Ethics, Explainability and Interpretability, Business Process Improvement, System Analysis and Design, Database Management and Optimization, Project Management, Cloud Computing

EXPERIENCE

Graduate Teaching Assistant, University of Texas at Arlington – Arlington, TX   Jan 2024 – Present
- Taught **SQL for data analysis**, enhancing students' ability to extract business insights and interpret trends using real-world use cases in **Tableau**.
- Simplified complex data analytics concepts, improving analytical reasoning and decision-making skills for a diverse audience.

Digital and Systems Analyst, Shree Venkateshwara Foams LLP – Hyderabad, India   Oct 2022 – May 2023
- Developed interactive dashboards in **Power BI**, leading to a 20% increase in sales insights and performance tracking.
- Provided data-driven recommendations to optimize marketing strategies, enhancing customer engagement by 15%.

Analyst, Wipro Limited – Hyderabad, India   Sept 2020 – Aug 2022
- Led a team of 6 to test 120 migrated servers in 10 days, ensuring 100% compliance through strategic execution.
- Extracted & analyzed defect reports in Proton, cutting issue resolution time by 30%.
- Developed a ServiceNow dashboard, improving request tracking and reducing response time by 40%.
- Managed 400-500 SSL certificates weekly, ensuring seamless issuance, troubleshooting, and 100% SLA compliance.

PROJECTS

Fraud Detection in Job Postings   Dec 2024
- Achieved 96.45% fraud detection accuracy using **Exact Bayes and Bernoulli Naive Bayes** on **Python** with advanced feature engineering.
- Developed a dynamic fraud detection system with threshold tuning for optimal precision-recall balance.
- Built interactive **Tableau** dashboards and visual insights to uncover fraud patterns and enhance decision-making.

Advocate Diary Management & Performance Analytics Dashboard   July 2024
- Built a **Power BI** dashboard by extracting advocate case data from Microsoft SQL Server, enabling real-time tracking of case outcomes and advocate performance.
- Analyzed key legal metrics, including pending vs. successful cases, subscription trends, and expiration alerts, driving data-driven decision-making.
- Optimized data visualization and reporting, enhancing efficiency in monitoring advocate activity and improving legal case management.

Universal Furniture Outlet – Database Design and Optimization   Dec 2023
- Developed a third-normal form **Oracle database** to streamline customer orders, delivery logistics, and inventory management.
- Optimized SQL queries and indexing strategies, improving database performance by 25% and reducing query execution time.
- Designed **Tableau** dashboards for real-time tracking of order fulfillment and inventory trends, enhancing decision-making and reducing stock shortages.

Wines Sales Prediction   Dec 2023
- Implemented machine learning models in **R** to forecast sales trends, evaluating **Random Forest, Linear Regression, and Logistic Regression** for optimal accuracy.
- Selected Linear Regression for its interpretability and efficiency, achieving an **RMSE of 5.2%**, improving sales predictions and revenue forecasting.
- Performed **correlation analysis in R** to identify key sales drivers, enabling data-driven decisions for inventory optimization and pricing strategies.

TECHNICAL SKILLS

Programming & Analytics: Python, R, SQL, Excel
Machine Learning & AI: Supervised & Unsupervised Learning, Classification, Regression, Clustering, NLP
ML Frameworks & Libraries: TensorFlow, PyTorch, Scikit-Learn, XGBoost
Cloud: EC2, S3, AWS Lambda, Kubernetes, Docker
Data Processing: Feature Engineering, Data Cleaning, Normalization, PCA
Data Visualization: Tableau, Power BI, Matplotlib, Seaborn
Databases & ETL: SQL Server, Oracle, Data Warehousing, ETL Pipelines

CERTIFICATIONS

AWS Certified Cloud Practitioner
AWS Certified Solutions Architect - Associate (In Progress)