

# Vedururu Srinivasa Rao

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## EDUCATION

ST. Martins Engineering College, Hyderabad — **B.Tech in Artificial Intelligence & Data Science** (2023–2027)

Narayana Junior College, Hyderabad — **Intermediate in MPC** (2021–2023)

Newton Techno High School, Hyderabad — **SSC, Board of Secondary Education** (Completed in 2021)

## SKILLS

**Technical:** Python (Advanced), SQL (Advanced), Machine Learning (Supervised & Unsupervised), Statistical Data Analysis, Data Visualization.

**Soft Skills:** Effective Cross-Functional Communication, Creative Problem Solving, Time Management, Adaptability.

**Tools:** Power BI, Pandas, NumPy, Scikit-learn, Streamlit, PostgreSQL, Matplotlib, Git, MS Excel.

## Experience

### [Accenture North America Data Analytics and Visualization Job Simulation - May 2025](#)

- Completed a simulation focused on advising a hypothetical social media client as a Data Analyst at Accenture.
- Cleaned, modeled and analyzed 7 datasets to uncover insights into content trends to inform strategic decisions.
- Prepared a PowerPoint deck and video presentation to communicate key insights for the client and internal stakeholders.

## PROJECTS

### [Movie Recommendation System](#)

- Developed a content-based recommendation engine for 10,000+ movies, leveraging 20+ metadata attributes to achieve 80%+ similarity accuracy using cosine similarity and Scikit-learn.
- Demonstrated adaptability by iterating on user feedback to enhance recommendation accuracy.
- Tech: Python, Pandas, Scikit-learn, Streamlit. [\[Live Demo\]](#)

### [SQL - Sales Analysis](#)

- Analyzed 50,000+ sales records using optimized PostgreSQL queries, reducing query execution time by 25%.
- Conducted segmentation and cohort analysis, identifying 15% higher retention potential for targeted customer groups.
- Tech: PostgreSQL, DBeaver, PGAdmin.

### [Power-BI Dashboard](#)

- Built an interactive Power BI dashboard for 100,000+ SuperStore sales records, visualizing 10+ KPIs across 5 regions.
- Used DAX and time-series forecasting to deliver a 15-day sales forecast, enabling 20% faster decision-making in simulated scenarios.
- Tech: Power BI, DAX, MS Excel.

## CERTIFICATIONS

- [Data Science - Mastering the Fundamentals Course](#) | Mastered statistics, data analysis, and visualization techniques | Scaler'2025
- [Machine Learning Course](#) | Gained expertise in regression, clustering, and model evaluation | SimpliLearn'2025
- [Python and SQL for Data Science Course](#) | Developed proficiency in Python programming and SQL query optimization | Scaler'2025