Vedururu Srinivasa Rao

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EDUCATION

ST.Martins Engineering College	*Hyderabad, India*
Bachelor of Engineering in Artificial Intelligence and Data Science	2023 – 2027
Narayana Junior College	*Hyderabad, India*
Intermediate in MPC	2021 – 2023
Newton Techno High School	*Hyderabad, India*
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.

PROJECT

Movie Recommendation System

- Developed a content-based movie recommendation engine for 10,000+ movies using cosine similarity.
- Used Python, Pandas, Scikit-learn (cosine similarity), and Streamlit for front-end interface.
- Demonstrated adaptability by iterating on user feedback to enhance recommendation accuracy.
- Live Demo

SQL - Sales Analysis

- Analyzed 50,000+ sales records to perform customer segmentation, cohort analysis, and retention analysis, uncovering a 15% improvement in customer retention insights.
- SQL (postgreSQL), DBeaver, PGadmin
- Wrote optimized SQL queries to extract behavioral trends, enabling data-driven insights from 50,000+ sales records.

Power-BI Dashboard

- Built a Power BI dashboard to analyze and visualize SuperStore sales data, uncovering trends, segment performance, and regional insights.
- Power BI, DAX, and time series forecasting techniques.
- Enabled data-driven decision-making with actionable insights and a 15-day sales forecast for strategic planning.

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

Achievements

- Runner-Up – Data Science Hackathon.
  St. Martin's Engineering College, Hyderabad — 2025