

# Vedururu Srinivasa Rao

+91-9032452497 | [srinivasvedururu@gmail.com](mailto:srinivasvedururu@gmail.com) | [portfolio](#) | [Github](#) | [Linkedin](#)

## 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 , SQL , Data Processing , Machine Learning , Data Analysis , Data Visualization

**Soft Skills:** Communication , Problem Solving , Time Management , Adaptability

**Tools:** Power BI , Pandas , PostgreSQL , Numpy , Scikit Learn , Streamlit , Dbeaver , Matplotlib

## PROJECTS

### Movie Recommendation System

- Built a personalized movie recommendation engine using content-based filtering.
- Used Python, Pandas, Scikit-learn (cosine similarity), and Streamlit for front-end interface.
- Built a movie recommendation system that suggests movies based on user preferences and movie meta data.
- [Live Demo](#)

### SQL - Sales Analysis

- Analyzed sales data using SQL queries to identify Customer Segmentation , Cohort Analysis and Customer Retention.
- SQL (postgresql), DBeaver, PGAdmin
- Performed customer segmentation, cohort analysis, and retention analysis using SQL to uncover key sales and behavioral insights.

### 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 Course - Mastering the Fundamentals

- The Data Science: Mastering the Fundamentals course certificate signifies proficiency in core data science concepts, including statistics, programming, and data analysis techniques.

### Machine Learning Course

- The Machine Learning Certificate signifies foundational expertise in machine learning principles, algorithms, and model-building using real-world data.

### Python and SQL for Data Science

- The Python and SQL Certificate validates your proficiency in programming with Python and managing data using SQL for data analysis and application development.