

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, modelled 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.

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