

SRUTHI SAMHITHA PARIMI

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SUMMARY

Data & Business Analyst with 3+ years of experience driving strategic decisions across logistics, SaaS, and research domains. Proficient in Python, SQL, Spark, Tableau, and statistical modeling, with a strong foundation in cloud tools and ETL automation. Led initiatives that improved lead conversion and reduced satellite data processing time. Passionate about delivering ethical, human-centered insights that empower smarter financial and lifestyle choices.

EDUCATION

Arizona State University	Arizona, USA
<i>Master of Science, Data Science, Analytics and Engineering</i>	<i>Aug 2023 - May 2025</i>
Jawaharlal Nehru Technological University Hyderabad	Telangana, India
<i>Bachelor of Technology, Electronics and Communication Engineering</i>	<i>Aug 2017 - May 2021</i>

TECHNICAL EXPERTISE

Languages: Python, R, SQL, Shell, JavaScript
Data Engineering & Platforms: Apache Spark, Hadoop, PostgreSQL, Airflow, Git, Docker, ETL Automation
Cloud Tools: AWS (S3, Lambda), GCP (BigQuery)
Analytics & Modeling: A/B Testing, Forecasting (ARIMA, Prophet), Regression, Classification, SMOTE + ENN, PCA, Hypothesis Testing
Visualization: Power BI, Tableau, D3.js, Matplotlib, Seaborn, Excel
Machine Learning: XGBoost, LightGBM, RandomForest

WORK EXPERIENCE

Arizona State University	Arizona, USA
<i>Visual Analytics Researcher</i>	<i>May 2024 - Present</i>
<ul style="list-style-type: none">Engineered a scalable Python ETL pipeline, reducing 10+ years of satellite data processing time by 45% for climate modeling research and composite indexing.Led cross-functional user study (N=150) to test visual strategies under ambiguity; boosted interpretation accuracy by 25% and informed design recommendations for future analytic tools.Visualized spatial-temporal anomalies via animated dashboards, enhancing pattern recognition and anomaly detection by 30%.	
Infosys Ltd	Telangana, India
<i>System Engineer</i>	<i>Oct 2021 - Sep 2023</i>
<ul style="list-style-type: none">Optimized Snowflake pipelines and automated Tableau/Power BI dashboards with alerts, improving data availability and cutting manual reporting time by 40%.Designed analytics roadmap to optimize B2B pipeline using customer behavior insights; drove a 30% lift in lead conversion by aligning cross-functional teams on strategic KPIs.Constructed a revenue-tracking system for 5M+ records using SQL/Python, yielding a 30% boost in conversion for B2B SaaS client.	

PROJECTS

Yelp Business & User Analysis	Arizona State University Jan 2024 - May 2024
<ul style="list-style-type: none">Uncovered geographic and behavioral trends in 1M+ Yelp reviews using Spark/SQL; insights informed strategic targeting and digital engagement initiatives.Deployed geospatial Power BI dashboards that enhanced C-suite visibility into sentiment trends and business outcomes.	
Hotel Booking Cancellation Prediction	Arizona State University Aug 2023 - Dec 2023
<ul style="list-style-type: none">Built predictive models (XGBoost, Logistic Regression, Prophet) to forecast cancellations with 76.6% accuracy (ROC-AUC: 0.7797), improving overbooking decisions.Developed interactive dashboard visualizing booking lead times and cancellation trends, enabling smarter pricing strategies.	
BugHunter: Predictive Modeling for Software Defects	Arizona State University Jan 2023 - May 2023
<ul style="list-style-type: none">Designed a modular ML pipeline with XGBoost/LightGBM to detect bugs; boosted model accuracy by 20% via feature engineering.Resolved extreme class imbalance using SMOTE+ENN, boosting ROC-AUC by 25%; final RandomForest achieved highest F1-score.	