SIVA SATYA NANDA SUJITH GOKAVARAPU

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Summary

Dedicated Data Analyst with driving data-driven insights and process optimization. Expertise in gathering and documenting business requirements, conducting thorough data analysis, and collaborating with cross-functional teams to enhance operational efficiency. Adept at translating complex data into actionable recommendations for informed decision-making. Proven track record of successfully leading process improvement initiatives and managing end-to-end project lifecycles. Seeking to leverage my analytical skills and strategic mindset to contribute to a dynamic organization's growth and success.

- Excellent understanding of business operations and analytics tools for effective analysis of data and experience in validating and analyzing Hadoop log files.
- Intermediary with Advanced expertise in Python and SQL for data analysis.
- Proficient in various database systems, including SQL and NoSQL (Dynamo, Aurora, Redshift, MySQL, SQL Server, PostgreSQL, RDS).
- Some experience in AWS services for data ingestion, such as S3, Sage Maker
- Proven track record of successfully leading process improvement initiatives and managing end-to-end project lifecycles.
- Generated tableau dashboard of sales with sales target by blending the data.
- Proficient in Functional, Regression, Integration, End to End and User Acceptance (UAT) testing.
- Used Python and Django creating graphics, XML processing, data exchange and business logic implementation.
- Strong skills in Machine Learning Algorithm, Big Data, visualization tools Power BI, Microsoft Dynamics, MS Excel - formulas, Pivot Tables, Charts and DAX Commands.
- An excellent team player & technically strong person who has capability to work with business users, project managers, team leads, architects and peers, thus maintaining healthy environment in the project.
- Created views in Tableau Desktop that were published to internal team for review and further data analysis and customization using filters and actions.

EDUCATION

New York Institute of Technology, New York, USA

Master's in data science| **GPA: 3.65**

Relevant Courses: Probability and Statistics, Data Mining, Machine Learning, Big Data Analysis, Optimization for Data Science, Deep Learning, Data interaction, and Visualization.

Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science& Technology, Chennai, India

Bachelor of Technology in Computer Science & Engineering | **GPA: 3.3**

Relevant Courses: Data Base Management, Big data Architecture, and Tools, Artificial Intelligence, Data Structure, Data Warehouse

TECHNICAL SKILLS

Programming Languages	Python, C, R Programming, HTML5, CSS,
Data Visualization	Tableau, Power BI, Plotly, AWS Canvas, Google Charts
Database	MySQL, MongoDB, Postgres, SQL Server, PySpark
Technologies	SharePoint, Hadoop MR, Spark, Flume, Hive, Sqoop, Kafka,
Cloud	AWS Cloud
Machine Learning and Deep Learning Algorithms	Support Vector Machine, Random Forest, Decision Tree, K-Means and Fuzzy Clustering, KNN, LDA, QDA, MLP, CNN, RNN, NN, MLP, LSTM

PROFESSIONAL EXPERIENCE

Aaiwa, India **July 2020 – August 2021**

Data Analyst

- Designed and worked on combining various databases using **SQL Queries.**
- Implementing Data Exploration and Data Visualization using **Matplotlib, and Seaborn.**
- Achieved a 15% increase in sales through data-driven strategies.
- Worked **cross-functionally** with stakeholders and engineering teams to effectively convey analytical results.
- Perform daily, weekly, and monthly reviews and analyses of current processes using operational metrics and **10+** interactive reports using Tableau.
- Provide members of management with in-depth reports on the significance of the acquired data and assist them in identifying situations by modifying the data.

Environment: Python, SQL, Tableau, MS Excel, AWS Cloud, ETL Pipeline.

ACADEMIC PROJECTS

Uber & Lyft Price Analysis **December 2022 – May 2023**

Skills and Tools: HTML, CSS, Tableau, Machine Learning Algorithms

- Provided Lyft & Uber customers to make the **optimal commuting** choice.
- Designed and implemented more than 10 interactive filters, parameters, and computations within Tableau worksheets and dashboards. These features allowed users to explore ride options and pricing factors in real-time.
- Designed and constructed a plot to **analyze** how various aspects affect business strategists.
- Constructed insightful plots and visualizations in Tableau to analyze how various factors, such as time of day, location, and demand, impact the strategies of both Uber and Lyft. These visualizations provided valuable insights for business decision-makers.
- Developed and implemented machine learning algorithms, including Logistic Regression and Random Forest Regressor, to anticipate which ride option (Uber or Lyft) is more optimal for users based on their preferences and needs.
- Achieved an impressive 98% accuracy level in ride recommendations by integrating the model's output with additional assessment criteria. This high accuracy ensured reliable and trustworthy recommendations for users.
- Use HTML and CSS to build a website using **SharePoint** to display results.
- Established a data updating mechanism to ensure that ride pricing information was current and reflected real-time market conditions, providing users with the most up-to-date insights.
- Designed the solution to handle a large volume of users and data, ensuring that it could accommodate growing demand.
- Explored opportunities for monetizing the data and insights generated through the platform, potentially creating a new revenue stream for the business.

Airbnb NYC Analysis **November 2022 - December 2022**

Skills and Tools: Tableau Prep, Tableau Desktop, Tableau Public, Storyline

- Provided guidance to Airbnb business owners on increasing **revenue** and selecting the most advantageous locations for upcoming Airbnb.
- Created more than 10 interactive filters, parameters, and computations within Tableau worksheets and dashboards. These features enhanced the user experience and allowed for deeper exploration of the data.
- Designed a visually engaging plot that delved into the various factors impacting business strategies for Airbnb hosts. This plot provided a holistic view of key performance indicators, enabling data-driven decision-making.
- Conducted a comprehensive geographic analysis to help Airbnb hosts identify the most advantageous locations for their listings. Utilized spatial data visualization techniques in Tableau to present findings effectively.
- Developed an interactive storyline using Tableau and Tableau Public. This storyline guided through the analysis process, highlighting critical insights and key takeaways from the data.
- Designed a visually engaging plot that delved into the various factors impacting business strategies for Airbnb hosts. This plot provided a holistic view of key performance indicators, enabling data-driven decision-making.
- Utilized Tableau to create performance metrics dashboards, allowing business owners to track their progress and make data-informed adjustments to their strategies.

Amazon's Top 50 bestselling books from 2009-2019 Using Spark **April 2022 -May 2022**

Skills and Tools: Plotly, Sklearn, Pandas, NumPy, Seaborn, Google Colab, and Spark MLlib

- The model's output was combined with additional evaluation metrics to obtain a **95%** accuracy level.
- Analyzed Amazon's best-selling book categories to **forecast** customers' reading preferences from 2009 to 2019.
- Create **various algorithms** using **Spark** to forecast the two main types of books, fiction, and nonfiction, including Decision Tree and Random Forest.
- Maintained detailed documentation of the entire project, including data sources, methodologies, and code.
- Developed interactive visualizations using Plotly to effectively convey the results and insights derived from the analysis.
- Rigorously evaluated model performance using various metrics beyond accuracy, including precision, recall, and F1-score. This comprehensive approach ensured the reliability of the predictive model.