

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.
- Skilled in conducting 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

Masters 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

Tools & Technologies

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

IP Heights LLC, Edison, NJ

November 2022- June 2023

Data Analyst

- Assisted in data collection, cleaning, and analysis, providing support for ongoing projects.
- Developed and maintained Excel spreadsheets and performed data entry tasks, ensuring data accuracy.
- Conducted in-depth data analysis using SQL, Python, and data visualization tools like Power BI to extract actionable insights from large datasets.
- Created and managed Python scripts to automate data extraction, transformation, and loading processes, resulting in a **30%** reduction in manual workload.
- Collaborate with cross-functional teams to define key performance indicators (KPIs) and deliver data-driven solutions to address business challenges.
- Utilized AWS services such as Amazon S3, Amazon Redshift, and AWS Glue for data storage, warehousing, and ETL (Extract, Transform, Load) processes.
- Conduct ad-hoc data analysis to support various departments, including marketing, finance, and operations, improving decision-making processes.
- Perform data cleansing and validation to ensure data accuracy and integrity, contributing to the reliability of reports and analysis.

- Utilize SQL to query databases and extract relevant information, enabling efficient data retrieval for reporting and analysis.
- Create predictive models using Python and machine learning techniques to forecast customer behavior and identify opportunities for revenue growth.
- Implemented machine learning models and statistical techniques to identify trends, patterns, and anomalies, resulting in improved business strategies.
- Created and maintained automated data pipelines using AWS Lambda functions for regular data updates.

Environment: AWS, Tableau, SQL, Machine Learning Algorithm, Power BI, ETL Pipeline, Data Modeling, Statistical Analysis,

Aaiwa, Hyderabad, India.

December 2019 – August 2021

Data Analyst

- Designed and worked on combining various databases using **SQL Queries**.
- Conducted data cleansing and preprocessing procedures to guarantee data precision and uniformity, encompassing the management of absent values, anomalies, and duplicate entries.
- Performed advanced statistical analysis to identify trends, patterns, and outliers in the data, providing valuable insights for decision-making.
- Implementing Data Exploration and Data Visualization using **Matplotlib, and Seaborn**.
- Achieved a 15% increase in sales through data-driven strategies.
- Defined and tracked performance metrics for data-driven initiatives, ensuring the success and impact of implemented strategies.
- Executed automated reporting systems, diminishing the need for manual labor, and guaranteeing the timely and consistent delivery of reports.
- Developed and optimized SQL queries to extract relevant data from large datasets stored in AWS Redshift
- 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.
- Integrated data from various sources into a unified database using ETL (Extract, Transform, Load) processes to facilitate comprehensive analysis.
- Maintained thorough documentation of data analysis processes, methodologies, and results, ensuring reproducibility and knowledge sharing within the team.
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Environment: Python, SQL, Tableau, MS Excel, AWS Cloud, ETL Pipeline, Database Management

Projects Experience

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.
- Created and crafted a visual representation to examine the impact of different factors on business strategists.
- 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.
- Devised a solution capable of accommodating a substantial user base and increasing data volumes, ensuring scalability to meet rising 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.