

# Surya Aravind Maddula

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## EDUCATION

### University of New Haven

08/2022 - 12/2023

Master of Business in Analytics

### BML Munjal University

08/2015 - 08/2019

Bachelor in Computer Science Engineering

## TECHNICAL SKILLS

**Analytical Tools:** Power BI, Microsoft Excel (Pivot tables, VLOOKUP, XLOOKUP, Data Validation), Tableau

**Programming Languages:** Python, R, React JS, Java, Node.js, Redux, Selenium, Pyspark Kafka, Scala, Spark.

**Tools:** Version Control (Git), Bit Bucket, LaTeX, Dialog Flow.

**Data Processing Tools:** Apache Airflow, Databricks

**Machine Learning:** Regression, Classification, Forecasting, Clustering.

**Cloud Services:** AWS services, Azure

**Databases:** SQL, Relational database, AWS S3, Athena.

**Project Management Tools:** Jira, Workday.

## EDUCATION

### Prowise Solutions

12/2024 – Present

#### Business Analyst

- Partnered with stakeholders and cross-functional teams to **identify gaps in customer experience**, capturing requirements that informed product and site feature improvements.
- Streamlined workflows and business processes using BPMN, reducing inefficiencies and enabling a smoother digital user journey.
- Translated customer and business needs into functional product specifications, collaborating with engineering and creative teams to ensure feature delivery aligned with customer expectations.
- Prioritized deliverables based on impact to optimize site performance and user engagement.

### TechNForce

01/2024 – 12/2024

#### Business Analyst

- Designed and implemented data-driven solutions to enhance customer engagement, converting raw behavioral data into actionable insights for business teams.
- Built and optimized SQL queries, Redshift data models, and ETL pipelines, improving query speed and supporting faster experimentation cycles.
- Automated workflows using Python and SQL, freeing up 20% analyst time for higher-value customer experience initiatives.
- Led a cross-functional team to deliver analytics-driven projects on time, directly impacting campaign optimization and driving measurable business value.
- Collaborated with data scientists to deploy predictive models for customer behavior and demand forecasting, improving personalization strategies.

### Asteriisc

09/2020 – 04/2022

#### Data Engineer

- Managed agile sprints (Jira) and built KPI dashboards for executives, ensuring transparency in performance and customer experience metrics.
- Conducted statistical analysis (SQL, Python, R, Excel) to measure significance of A/B test results, guiding product feature decisions.
- Partnered with front-end teams to design intuitive data visualizations and user interfaces, improving clarity of insights for non-technical stakeholders.
- Integrated AWS (S3, EC2, RDS) for scalable, reliable data infrastructure supporting customer-facing applications.

### DataWeave

11/2019 – 08/2020

#### Data Engineer

- Automated and maintained pipelines that improved data availability for product and customer insights by 20%.
- Built ETL solutions and API integrations to support business operations and analytics, contributing to a 30% improvement in reporting efficiency.
- Automated reports with Airflow and Python, ensuring timely delivery of customer experience metrics.

- Mitigated risks in projects, ensuring smooth delivery of data solutions critical to site optimization initiatives.

## **Pike Solutions**

01/2019 - 06/2019

### **Data Engineering Intern**

- Designed SQL queries and Python transformations to support business reporting needs.
- Partnered with analysts to translate requirements into **customer-focused data insights**.

## **PROJECTS**

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### **Nord Storm**

#### **Data Collection and Automation:**

- Used Python and Selenium to crawl data from e-commerce sites for specific zip codes and times.
- Managed tasks and dependencies with Apache Airflow to automate data collection.

#### **Data Storage and Querying:**

Store data in Amazon S3 buckets and queried data using AWS Athena and generated business reports.

#### **Real-Time Monitoring:**

- Monitored real-time data with Kafka and Kibana.

#### **Analytics and Data Management:**

- Applied machine learning for brand analytics to identify products across e-commerce sites.
- Designed and managed scalable data pipelines, developed and maintained API integrations, and ensured data integrity through ETL processes.

## **CERTIFICATIONS**

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[Azure Data Engineer Associate](#)

[Aws Certified Solution Architect](#)

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