SWATHI M
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EDUCATION:
Certification in Data Analytics ,Universiy of Texas at Austin(2018- 2019)
M. S in Software Engineering, VIT University, India (2006-2011)

SKILLSET:

Language	: SQL,T-SQL, NoSQL, R, Python
Tools	: Tableau, MicroStrategy, SSIS, SSRS, MSExcel, TOAD, Teradata SQL Assistant
Platforms	: Windows, Unix
Cloud	: AWS S3, EMR, EC2
Database	: SQL Server, MySQL,Oracle,Teradata,MongoDB
Machine Learning	: C5.0, KNN, K-Means, Random Forest, Logistic Regression, Gradient Boosting, Principal Component Analysis, Support Vector Machine, Market Basket Analysis using Apriori, Time Series Analysis, Cox, Ridge and Lasso Regressions, Keras and TensorFlow, Ensemble Techniques, Bagging and Boosting Methods.

PROJECTS: July2018-Present

Sentiment analysis of the iPhone and the Galaxy over other handsets in HealthCare industry || R , AWS EMR,S3,EC2
- Preprocessed the data collected through .WETfiles from CommonCrawl database consisting of Millions of records.
- Created S3 buckets,set up EMR jobs to run Mapper and Reducer jobs to collect the data from the database and output the data for performing data analysis,
- Executed parallel processing to perform Sentiment analysis on the data to identify the trends.
- Created scatter plots, histograms, bar charts using plotly and ggplot2 to visualize the data.

Evaluate techniques for Wifi Location and Positioning || R
- Investigated the feasibility of using 'wifi fingerprinting' to determine a person's location in indoor spaces for a multi building industrial campus with a location.
- Provided Recommendations based on the results and domain research on indoor locationing, of how the results might be improved.
- Implemented both Regression and Classification algorithms to predict Latitude, Longitude and Building,Floor and Room no
- Generated graphs to showcase the positioning of the buildings in the campus.

Energy data Consumption || R
- Build predictive models that will demonstrate how the sub-metering data can be used to help a home owner to make decisions about altering power consumption.
- Developed Multiple Regression Models and chose the best fit algorithm based on the level of confidence,RMSE,R-SQUARED,Adjusted R SQUARED in the predictions .
- Identifying the attribute/feature importance anf the role of different type of reviews in the sales department.

Understanding Customers and Predict Profitability || R, Rapid Miner
- Preprocessed the data and carried out descriptive statistics to assess purchase habits of customers to increase sales of electronic products
- Built Linear Regression, Random Forest, SVM to predict the characteristics of customers who tend to buy various products with 89% accuracy.
- Recommended solutions to improve the sales of products by 28%
- Performed Market Basket Analysis using Apriori to analyze transactional datasets

WORK EXPERIENCE:

TAPROOT+ (Pro Bono)   Apr2018-June2018
Role: Data Analyst
- Performed Data Analysis in Excel to profile data to identify data quality issues analyze for accuracy, to extract specific information and Data flows.
- Performed Data cleansing and cleaned the raw data .
- Generated Dashboards in Tableau to identify KPI's to promote gender equality and education for a Non Profit in Ayiti.

BUSINESS   Feb 2016- Mar 2018
- Pottery and Jewelry business

COGNIZANT TECHNOLOGY SOLUTIONS   May 2011-Apr2015
Client : Big Bazaar
Role: Data Analyst
- Analyzed Big Bazaar's data in revenue and profit opportunities by various customer metrices using Python
- Segmented sales data in clusters using K-Means based on the company shares and purchase patterns
- Executed Market Basket analysis and Elastic Modelling to increase revenue by 15%
- Built interactive Dashboards and Story in Tableau using Donut Charts, Stacked bar, Maps ,bar charts to display the Revenue versus Profits, Market Trends

Client: Wyndham
Role: Data Analyst
- Analyzed Wyndham's data and performed Time Series analysis using LM and ARIMA to identify the trends and the seasonality changes affecting the current market.
- Implemented various models such as Linear and Polynomial Regression, Cox, lasso, Ridge regression to identify RMSE and R squared values.
- Performed data preprocessing using Pandas and Numpy and developed charts ,graphs using Matplotlib and Seaborn.
- Performed Data Blending in Tableau to combine data from different data sources such as oracle, Teradata, Excel to generate reports and dashboards.

Client: United Health Group-Optum
Role: BI developer
- Designed and developed complete ETL workflow following source analysis.
- Used ETL tools to implement Slowly Changing Dimensions and maintain historical Data in the data warehouse.
- Created SSIS package to extract, transform and load (ETL) data from different sources into destination target, like data warehouse, Flat file, Excel, OLE DB, using SQL Server Integration Services.
- Created reports using Excel and SSRS to showcase trends to the business users.

Strategic Outsourcing Pvt Ltd: Dec 2010 – April 2011
Role: Intern
- Extensively worked in Designing Schema like creating Attributes, Facts, Hierarchies, Transformations and developing public objects like Metrics,Filters, Prompts and Custom Groups.
- Created Schema objects such as Attributes, Facts, Hierarchies and Transformations
- Designed Dashboards in summarizing key business indicators by presenting them in visually intuitive, easy-to-read, interactive documents.