

# Sreerag Mahadevan Cheeroth

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## SUMMARY

Data Analyst with 2+ years of expertise in product decisions, predictive modeling, and process improvement, achieving a 99.8% reduction in data process time, realizing cost savings. Honed a strong foundation in data-driven research and analysis to improve client satisfaction. Excels in stakeholder management at all levels through a collaborative approach, data-driven decisions, and workflow optimizations.

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## EDUCATION

University of Maryland, Robert H. Smith School of Business

College Park, MD, USA

Master of Science in Business Analytics, GPA 3.47

December 2023

Data Analysis in Processing Python, Database Management Systems, Business Process Analysis, Price Optimization, Data Mining, Enterprise Big Data and AI, Predictive Analytics, Data Models and Decisions, Web Analytics & Data Visualization, Operation Analytics

Manipal Academy of Higher Education, Manipal Institute of Technology

Manipal, Karnataka, India

Bachelor of Technology in Mechanical Engineering

May 2021

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## SKILLS & INTEREST

**Skills:** Python (Pandas, NumPy, TensorFlow, PyTorch, Keras, NLTK), R (dplyr, tidyr, caret, forecast, tidymodels), SQL, Tableau, Excel, PowerBI, Lucidchart, AWS, Snowflake, JIRA, MS Word, PowerPoint, Salesforce, Quantitative Analysis, Machine Learning, NLP, Business data analysis, Leadership, Project Management, Stakeholder relations, ETL, Report Writing, Financial planning and forecasting, Agile SCRUM methodology, Data Science, Business Analytics, AI Development, Cloud Computing, Data Visualization

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## WORK EXPERIENCE

JerseySTEM

Florham Park, NJ, USA

Grant Data Analyst

January 2024 – Present

- Implemented **data collection** and **data cleaning** using **Python** and **SQL** from multiple data sources and **Salesforce** to derive business insights into marketing and **sales strategies** for successful grant funding, leading to 8% improvement in quarterly revenue.
- Utilized **Power BI** for tracking KPIs and generating reports for stakeholder communication and enhance leadership decision-making.
- Collaborated with cross-functional teams using **JIRA** and Agile **SCRUM** methodologies, improving project completion rate by 10%.

Vodka Sales- Total Wines & More

College Park, MD, USA

Data Analyst

August 2023 – December 2023

- Built prediction models in Python using machine learning algorithms such as **XGBoost**, **LSTM**, **ARIMA** for **sales forecasting** with an 80% prediction accuracy to maximize sales revenue and enhance inventory management strategies.
- Utilized advanced **Excel** tools (**Pivot Tables**, **VLOOKUP**) to analyze key performance indicators, improving data accuracy by 80%.
- Translated business requirements into technical solutions using requirements analysis, **BRDs**, **FRDs** and actionable **Tableau** dashboards.

Master's Programs Office

College Park, MD, USA

Data Analyst

June 2023 – December 2023

- Presented **Tableau** dashboards to communicate actionable insights to both technical and non-technical stakeholders, driving student satisfaction up by 18%.
- Achieved 99.8% **operational efficiency** through process automation of manual data entry – student and employee data management.
- Strategized stakeholder requirements into high-impact **deliverables** completing the project 2 weeks ahead of schedule.

KPMG

Bangalore, Karnataka, India

IT Data Analyst Lead

July 2020 – July 2022

- Applied data governance checks based on international data standards (**ISO 27001**, **NIST CSF**), enhancing data integrity and data security across 9 Offshore Work Centers, resulting in streamlined data compliance processes.
  - Analyzed complex datasets using **SQL** and **Python**, to identify **data compliance** risks and supported internal **audit strategies**.
  - Tracked documentations for effective audit procedures and **stakeholder management** leading to 25% reduction in completion time.
  - Collaborated with cross functional teams using **Office suite** and **Agile methodologies**, reducing project completion time by 34%.
  - Utilized **advanced Excel** tools (**Forecasting**, **Pivot Tables**, **VLOOKUP**) to analyze and maintain 12 **KPIs** over APAC, EMEA and AMS region, improving **data accuracy** by 27%.
  - Developed and implemented interactive **Tableau dashboards** for **stakeholder engagement**, enhancing data processes and achieving a 20% increase in operational efficiency across multiple projects.
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## PROJECT EXPERIENCE

Loan Default Prediction

December 2023 – February 2024

- Enhanced loan default prediction accuracy by 15% using model optimization techniques, significantly reducing credit risk.
- Applied **DeepChecks** & **SHAP** techniques to increase **model accuracy** by 25%, making complex data decisions actionable.
- Optimized **error cost analysis**, saving \$2M annually by minimizing high-impact prediction errors in **loan defaults**.

Large Language Model (LLM) for E-Commerce Chatbot

December 2023 – January 2024

- Influenced fine-tuning of an LLM using PEFT and RAG, enhancing customer interaction and reducing query resolution time.
- Utilized PEFT techniques to reduce computational needs by 90% maintaining model performance, leading to **cost-effective deployments**.