SRILEKHA TIRUMALA VINJAMOORI

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ANALYST

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EDUCATION

Masters of Science in Information Systems, The University of Texas at Arlington (Aug 2023- Present)

Bachelor of Technology in Electronics and Communication Engineering, SRM Institute of Science and Technology (June 2016 - May 2020)

SKILLS

Programming: Python, C, C++, R , SQL

Statistics: Hypothesis Testing, Central Limit Theorem, Linear Regression, Logistic Regression, Time Series

Tools and Visualization: RStudio,Tableau, Power Bi, Google Analytics, Google Colaboratory, MySQL, Oracle DB,WIX

WORK EXPERIENCE

Digital and Systems Executive, Shree Venkateshwara Foams LLP Oct 2022 - May 2023

- Demonstrated proficiency in web development through creation and enhancement of the company's website, using the WIX platform to ensure an engaging online interface.
- Spearheaded comprehensive Social Media Marketing initiatives, orchestrating various facets of the company's online presence and conducted analysis of sales reports, utilizing data-driven insights to refine strategies and optimize performance. Worked in a team to orchestrate marketing strategies to promote the brand.
- Played pivotal role in the recruitment process, strategically bringing in resources to augment team capabilities and align with the evolving needs of the company.

Analyst, Wipro Limited Sept 2020 - Aug 2022

- Delivering comprehensive Public Key Infrastructure (PKI) services to our esteemed clientele constituted a multifaceted endeavor. Contributed significantly to the seamless data migration process to the New Data Center.
- Played a pivotal role in testing servers within the new data center, ensuring optimal performance and reliability. Exclusively spearheaded the comprehensive process of defect identification during the testing phase, skillfully delineating the defect tests, extracting relevant data, and formulating defect reports.
- Proficient in the allocation of Device certificates and SSL Certificates to end-users through adept utilization of the Certificate Registration Authority Tool.
- Actively engaged in the ServiceNow platform, proficiently executing tasks within the predefined Service Level Agreements (SLAs), demonstrating a remarkable commitment to timely and efficient service delivery.

ACADEMIC PROJECTS

Performance Analysis of Reconfigurable Architecture for Data Transmission in Downlink

- Simulation project implemented using Model Simulator and Xilinx ISE. Analyzed transmission data to optimize performance metrics of reconfigurable architecture, achieving significant improvements in area utilization, power consumption, and operating frequency, leading to enhanced system performance and cost savings.

Wi-Fi-controlled wheelchair

- Designed a Wi-Fi-controlled wheelchair and developed mobile application for voice and navigation control in Arduino 1.8.2 platform using Google Firebase.

LEMA LABS, IIT Research Park

- Designed a Line follower robot, Obstacle avoider robot, and Table-top robot, cloth-folding robot
- IR sensors, ATMEGA 16, and voltage regulators were a few components used in designing the robots.

CERTIFICATIONS

- Data Analytics by Google, Coursera
- MySQL Bootcamp, Udemy
- Statistics for Business Analytics, Udemy
- Digital Marketing, Udemy
- Operations Analytics, University of Pennsylvania, Coursera
- People Analytics, University of Pennsylvania, Coursera
- Customer Analytics by the University of Pennsylvania, Coursera

EXTRA CURRICURAL ACTIVITIES

AARAMBH'19 YOUTH CONCLAVE, SRM Institute of Science and Technology Aug 2019

- Organized guest lectures on technical and social topics
- Volunteered as an event coordinator for the symposium

IoT Challenge Workshop by IIT Bombay, SRM Institute of Science and Technology Aug 2018

- Coordinated and organized the workshop along with the team making it the most successful event of the year.

A Basketball player - participated in Inter-School Basketball Tournaments