

KALYANI SAI LAXMI PALLAVI LAKKOJU

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EDUCATION

Master of Business Analytics, University of Texas, Richardson, TX GPA: 3.47/4.0 May 2024
Bachelor of Information Technology, Sreenidhi Institute of Science and Technology, India GPA: 3.5/4.0 June 2022

EXPERIENCE

Data Analyst | Gentok | Richardson, TX April 2024 - Present

- Analyzed user interactions with AI avatars using Python and MySQL, Optimizing SQL queries and Tableau visualizations to generate actionable insights, resulting in a 15% increase in user satisfaction through strategic recommendations
- Monitored AI algorithm performance using Amazon Redshift and S3, Enhancing data pipelines with Python, reducing processing time by 20% and improving overall system efficiency and reliability
- Conducted comprehensive market research and trend analysis using MySQL, delivering actionable insights that resulted in a 10% increase in user retention, engagement, and overall product satisfaction
- Analyzed A/B test results for avatar customization using Python, leading to a 25% increase in user engagement and feature adoption through targeted optimizations and data-driven enhancements
- Developed and maintained Tableau dashboards for tracking KPIs, contributing to a 12% increase in sales. Improved data accuracy by 35% and avatar precision by 18% through effective management and analysis using Amazon Redshift and S3
- Maintained comprehensive documentation in Confluence, including DAGs, SQL scripts, and data lineage

Data analyst | Conagra Brands| Richardson, TX Dec 2023 – May 2024

- Analyzed sales data using SAS during COVID periods, identifying top brands and improving market insights by 20%
- Developed structured data solutions using stored procedures, triggers, and views to integrate millions of rows from 17 sources, ensuring timely and accurate reporting while improving data integrity
- Performed EDA, A/B testing, and trend analysis using SQL with advanced aggregation techniques to uncover insights, optimize email marketing strategies, and boost customer engagement
- Applied market basket analysis, clustering, and regression using SAS to identify purchasing patterns and price sensitivities, increasing cross-promotion opportunities by 30%
- Optimized data processing and visualization using Tableau, Looker, and SQL, resulting in a 20% improvement in dashboard performance and a 10% increase in operational efficiency

Data Analyst/Engineer | Tool Grove | India June 2020 – June 2022

- Designed and managed ETL pipelines with AWS Glue to automate data extraction, transformation, and loading for manufacturing, reducing manual processing by 60% and improving data reliability and operational efficiency
- Conducted thorough data cleaning on manufacturing datasets using Python, improving data quality by 35% for critical production metrics and significantly enhancing operational efficiency and data-driven decision-making capabilities
- Optimized SQL querying and processing through partitioning, indexing, and stored procedures, which improved performance and scalability, leading to better system responsiveness and operational insights
- Collaborated with cross-functional teams to enhance PowerBI, Looker, and SQL processes, achieving a 20% increase in data processing speed and dashboard performance, improving data accessibility and real-time decision-making
- Integrated Snowflake with PowerBI to create visualizations and dashboards, resulting in a 10% increase in sales efficiency and revenue. Utilized JIRA for project tracking and team collaboration, enhancing workflow efficiency

ACADEMIC PROJECT EXPERIENCE

Predictive Analytics Insights on Car Insurance Data July 2023 - Sept 2023

- Conducted comprehensive data analysis using SQL to aggregate car insurance data from diverse sources, uncovering detailed insights into customer demographics, vehicle types, and claim patterns to inform strategic decisions
- Applied advanced statistical techniques, including ANOVA and chi-squared tests, to rigorously evaluate relationships between customer profiles and insurance claim frequency, identifying key factors influencing claim rates
- Developed strategic recommendations for pricing and marketing adjustments, resulting in a 5% reduction in insurance claims, and created interactive Tableau dashboards to present findings and support stakeholder decision-making

TECHNICAL SKILLS

Data Analysis & Visualization: Statistical analysis, hypothesis testing, A/B testing, Tableau, Power BI, Excel, Looker

Programming Languages: Python, SQL, R; Java, Scala, C++, Bash scripting

Data Management & ETL: Pandas, NumPy; databases: MySQL, PostgreSQL, MongoDB, Cassandra

Machine Learning & AI Frameworks: TensorFlow, PyTorch, Scikit-learn, Keras

Big Data & Cloud Technologies: Hadoop, Spark, Kafka; cloud platforms: AWS (S3, Redshift, EMR), Snowflake, GCP (BigQuery, Dataflow), Azure (Azure Data Lake, Synapse); cloud-based ETL and data pipeline automation

Software tools: Microsoft Office (Excel, PowerPoint, Word), SAS, R studio, visual studio code, Git, JIRA, Alteryx, Apache NiFi, Airflow, Docker, and Kubernetes for data engineering and model deployment

CERTIFICATIONS

AWS cloud practitioner certification | **Machine Learning Certification by Stanford University** | **Certification of Publication - International Journal of Pharmaceutical Sciences**