VENKATA MEDISETTI

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EDUCATION:

The University of Texas at Dallas, Naveen Jindal School of Management **May 2017**
M.S., *Information Technology Management, Business Intelligence and Data Management* **GPA-3.36/4**

PROFESSIONAL EXPERIENCE:

Software Developer, Database Management and Data Migration - K2VIEW LLC, *United States* **Aug. 2017-Present**

- Dealing with complex data warehouses, traditional databases, other source systems such as CSV files, XML strings parsing into staging Database (Cassandra) and building API's to migrate and synchronize the data using Java, MySQL, and K2View ETL tool.
- Implementing efficient K2VIEW data solutions, developing schemas based on an entity and migrating the data accordingly to optimize the performance of the load on Source and Target environments.
- Analyzing the data and performing ETL operations using K2View tools to map the source schema to target schema.
- Participation in technical oversight discussions to understand and analyze the business/client requirements.
- Developing Micro Database Schemas. Implementing and testing data solutions in DEV/PRE_PROD environments.
- Developing Micro Web Services to retrieve the data from the micro databases.

Student Instructor, CS Outreach Club - The University of Texas at Dallas, *United States* **Dec. 2015-Jan. 2017**

- Conducted workshops in programming languages like JavaScript, Java, Python, basic database concepts, Excel.
- Introduced Computer Programming to school students as an instructor of programming tools, logical thinking and other advanced concepts in an enjoyable way and enable them to consider higher education.
- Awarded as *Best Star Instructor* by Director of CS Outreach for excellent performance and work attitude.

TECHNICAL SKILLS:

Strengths: Customer Data Analytics, Complex Data Visualization, SWOT Analysis, Decision Making
Languages: C, Java, JavaScript, Bash-Shell Scripting, SQL queries, PHP, HTML, Python, R
Databases: Cassandra, SQL-Lite, PostgreSQL, MYSQL, Oracle, Microsoft SQL Server
Applications: Linux (CentOS, RedHat), PgAdmin4, DBeaver(CE,EE), NoSQL Manager, SharePoint, MS-Office
Data-Oriented Tools: K2 Fabric Studio, K2 Translator Studio, K2 Admin GUI, MS Visio, Tableau, QlikView, ETL Operations, SSIS, SSAS, SSRS tools, SQL Developer, Advanced Excel
IDE: Eclipse, IntelliJ
Repositories: SVN, GIT

ACADEMIC PROJECTS:

Data Analytics - SUV purchase behavior & promotion using Python and R **Jan. 2017-Apr. 2017**

- Conducted statistical analysis, processed the data of 3 years, performed Logistic Regression on demographics to understand customer behavior of purchasing SUV using Python and R.
- Classified all factors like age and salary which have high purchase probability. Provided insights to target marketing promotions on certain people rather than concentrating on all using the classified factors.

Advanced Business Intelligence - Amazon and B&N book purchase behavior using Base SAS **Aug. 2016-Dec. 2016**

- Understood purchasing behavior and classified all factors using Decision Tree model using SAS.
- Identified certain factors and created a prediction model that could potentially determine future conversion rate.
- Created reports using Tableau to analyze and generate insightful charts. Implemented dashboards using QlikView.

High Performance Analytics - QlikView Application Development **Aug. 2016-Dec. 2016**

- Integrated data sources in Microsoft SQL Server, designed and developed data models and back end SQL queries for presenting data for NBA Statistics. Managed ETL script generation using Qlikview script building application.
- Optimized data model, including re-designing & re-implementing the ETL script to load data 50% less time, simplify complex expressions in front end and improve the structure layout.

Business Intelligence - Salary prediction system using R **Jan. 2016-Apr. 2016**

- Analyzed unstructured datasets to predict the salary of an individual based on the historic data.
- Performed normalization and cross-validation using Rattle and build Boost model for prediction in R**.**
- Identified the most probable factors that affect the target for an individual, evaluated using performance parameters.