

Venkata Sai Bharadwaj (Ven) Velamakanni

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RELEVANT WORK EXPERIENCE

Graduate TA Business Analytics II, Cal State Fullerton – Fullerton, CA, USA Aug 2024 – Present

- Taught advanced analytics topics like data modeling, regression, Monte Carlo simulation, and forecasting with practical examples to enhance student understanding.
- Created a flow diagram for data visualization, guiding students in selecting chart types and using Tableau for impactful presentations.
- Emphasized clean coding, modular design, version control, and documentation to prepare students for future analytics roles.

Branding Strategy and Business Analyst, Beats by Dre – USA Feb 2024 – April 2024

- Conducted market research for Beats, using mind mapping to analyze trends and brand positioning for Gen Z, leading to actionable strategies.
- Analyzed Gen Z's brand loyalty and social media preferences, identifying content strategies to enhance marketing efforts.
- Led a customer study with 80+ participants, uncovering key differences between Indian and US consumer behaviors to refine market approaches.

Data Analytics Engineer, The Sparks Foundation – India Aug 2022 – Dec 2022

- Built ETL pipelines using Spark, Python, and SQL to process stock market data into AWS S3 and Glue, improving real-time analysis.
- Developed Tableau dashboards for stock performance, enabling real-time market insights.
- Deployed containerized apps with Docker on AWS, optimizing workflows for high-frequency stock data.

Data Analyst, Suven Consultants and Technology Pvt.Ltd. – India Jan 2021 – Sept 2021

- Automated recruitment analytics using Python and SQL, streamlining data processing and saving 30% of the team's time on manual tasks.
- Developed Power BI dashboards to track hiring trends and bottlenecks, improving decision-making.
- Built machine learning models with Scikit-learn to predict candidate-job fit, improving early identification of high-potential candidates and optimizing recruitment efficiency.

PROJECTS

Real-Time Fraud Detection System for Stripe github.com/stripe/repo

- Built an XGBoost model with 99.2% accuracy on a 600K transaction dataset and deployed it on AWS for real-time fraud detection at 10,000 TPS. Implemented AWS CloudWatch for real-time monitoring, reducing fraud response times.

Product-Led Growth Analytics for Instagram: Metrics, Segmentation, and Optimization github.com/product-growth

- Integrated key growth metrics (Time to Value, Total Engagements, Customer Life time Value, Ad Revenue) into Snowflake for tracking user behavior and analyzed user segmentation to optimize retention. Designed A/B tests and visualized insights in Tableau to enhance on-boarding and in-app experiences.

LEADERSHIP and CERTIFICATIONS

- President of Data Science and Machine Learning Club at CSUF
- Alteryx Designer Core Micro-Credential - Issued by Alteryx in Sept 2024
- Google Project Management: Specialization - Issued by Google in June 2022

EDUCATION

California State University, Fullerton, M.S. in Information Systems, Business Analytics Dec 2024

- **Coursework:** Statistical Analysis, Financial Analytics, Business Intelligence, Data Modeling, Data Transformation, Data Mining, Project Management

Vardhaman College of Engineering, B.Tech. in Mechanical Engineering May 2022

TECHNICAL SKILLS

- Python (Pandas, NumPy, Scikit-learn, Pytorch, SciPy, NLTK, SpaCy, Matplotlib, Seaborn, Pytest), SQL, SPSS, Alteryx
- Spark, Kafka, Airflow, Databricks, Git, AWS (EC2, S3, Glue, Lambda, Elastic, SageMaker), Streamlit, Tableau, Power BI, Excel