

Venkata Sai Bharadwaj (Ven) Velamakanni

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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

RELEVANT WORK EXPERIENCE

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

- Taught key analytics topics, including data modeling techniques, regression analysis, Monte Carlo simulation, and forecasting with practical, real-world examples.
- Developed a teaching flow diagram for data visualization, guiding students in selecting appropriate chart types and using tools like Tableau.
- Emphasized clean code practices and software engineering principles, modularity, version control, and documentation.

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

- Conducted market research for Beats, leveraging mind mapping to demonstrate market trends and positioning for Gen Z.
- Analyzed and provided insights into Gen Z's brand loyalty and preferences on social media; identified content that resonate with this demographic.
- Conducted in-depth customer research with a sample of over 80 participants, designed and distributed questionnaires, and performed comprehensive data analysis to highlight key differences between Indian and US consumer markets.
- Created company information sheets for Beats, including marketing plans and media campaign strategy

Data Science and Business Analytics Intern, The Sparks Foundation – India Sept 2022 – Nov 2022

- Led the development and execution of a comprehensive End-To-End Data Engineering Project focused on Real-Time Stock Market Data, employing Kafka, Python, and AWS technologies.
- Engineered and implemented a cost-effective solution for simulating real-time stock data, ensuring precise data replication.
- Utilized Apache Kafka for real-time data streaming, Amazon S3 for scalable data storage, and AWS Glue for seamless data cataloging and ETL operations, optimizing data management and analysis workflows.

PROJECTS

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

- Developed and optimized an XGBoost machine learning model locally, achieving 99.2% accuracy in identifying fraudulent transactions from a dataset of over 600,000 records.
- Architected a scalable AWS infrastructure leveraging EC2, SageMaker, S3, Lambda, and Kinesis, capable of processing 10,000 transactions per second with sub-second latency.
- Implemented comprehensive monitoring and alerting using AWS CloudWatch, which can result in reduction in response time to potential fraud incidents.

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

- Led the integration of key Product-Led Growth metrics (Time to Value, Total Engagements, Customer Life time Value, Ad Revenue) into snowflake for precise tracking of user behavior and product performance. Analyzed customer journeys with detailed user segmentation, identifying drop-off points to enhance retention strategies.
- Designed and executed A/B tests, leveraging statistical analysis to optimize user on boarding and in-app experiences, with results visualized in tableau for actionable insights.

Uber Data Analytics Pipeline: Insights Generation github.com/uber

- Developed Python scripts to preprocess 1M+ Uber trip records, cutting time by 40%. Used Mage AI for data transformation and SQL with Looker Studio for trip pattern analytics.

TECHNICAL SKILLS

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