

## Vinay Kumar Reddy Baradi

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### PROFESSIONAL EXPERIENCE

#### Data Science Intern, Fintech

Jan 2021 - Present

- Lead a team of three to build customized algorithm to implement a search engine for ranking 80+ **Tableau** dashboards using the text mining fuzzy-wuzzy package
- Designed key metrics to improve recommendations using fuzzy-wuzzy scorer methods resulted in 60% accuracy

#### Data Science Intern, Florida Data Science for Social Good (FL-DSSG)

Jun 2020 - Aug 2020

##### Episcopal Children Services:

- Researched and Collected 20 critical variables that affect children's cognitive and economic development in Florida, USA
- Developed GIS-based dashboard in Tableau to locate at-risk households to provide services to 500 children

##### Literacy Alliance of Northeast Florida:

- Analyzed data for 6000+ adult learners being helped by literacy services in Florida
- Utilized Statistical methods such as Z Scoring for score comparisons, Gower Method for clustering demographics, and Random Forest Regression to rank feature importance
- Found the largest feature for predicting dropout was goal setting, and provided recommendations to client to reduce first month dropout rates by 20%

#### Data Analyst/ Business Intelligence Intern, Tampa Bay Partnership

Feb 2020 - May 2020

- Re-designed and Implemented an end-to-end Business Intelligence system for identifying Tampa Bay's critical economic factors
- Improved processing time by 2x per report** and reduced cost by 5x through automation in data extraction using python
- Created a Data Warehouse using **SQL SMSS** to create a collective view for different Key Performance Indicators (KPIs)
- Optimized custom and **RESTful APIs** in PL/SQL, Python using flask framework in Back-end systems to improve latency of system

#### Data Analyst, Tata Consultancy Services

Jan 2017- Aug 2019

- Extracted and loaded customers' data using ETL technologies from the source table to the data mart table database.
- Generated the reports of the user's data in SAP Business Objects(BO4) to perform data analysis and resolved financial queries
- Cohort analysis:** Segmented customer base using K-means clustering, based on demographics, frequency, and revenue. This helped us understand potential revenue leaks and the scope of price realization

### TECHNICAL SKILLS

**Programming:** SQL, Python, SAS, Pyspark

**Techniques:** Statistical Modelling, BI tools( Cognos, QlikView)

**Core Skills:** Inferential Statistics & Probability, Data Modelling, Data Profiling, Microsoft Office products (Excel, PowerPoint, Word)

### EDUCATION

#### University of South Florida

Tampa, FL

**Master of Science in Business Analytics and Information Systems (3.50/4.0)**

Aug 2019 - May 2021

### TECHNICAL PROJECTS

#### Worked on Identifying the Campaign effectiveness of Donors for a cancer treatment organization.

- Derived data from PostgreSQL database and based on donor level, transaction-based, and campaign-based
- Classified users into 3 segments using K-means clustering algorithms based on 25 critical features of the user.

#### Healthcare cost and quality Prediction (Health Care Analytics):

- Identified, extracted, transformed historic data from 2010-16 effecting Healthcare-Expenses, Quality of 26 OECD countries
- Findings:** Incorporating population into Public Insurance by 1% impacts Medical Expenses by \$540.2 per person, also increasing Hospitals by 6 per million population would decrease cost by 523\$

#### Stock Market Recommendation(Pyspark, Finance, Distributed computing):

- Implemented a content-based stock recommendation engine on features of companies such as market cap, 5-year, growth and 52week details.
- Developed 10 diverse portfolios to invest using the clustering technique with silhouette score of 0.70