Vishnu Priya Jyesta

• vjyesta@outlook.com • Ph: +1 (470) 257-6138 • LinkedIn • GitHub • Medium

---

EDUCATION

Master of Science in Data Science	*2020 – 2021*
University of Maryland, Baltimore County	GPA:3.88/4
Bachelor of Technology, Electronics, and Instrumentation Engineering	*2012 – 2016*
GITAM University, Gandhi Institute of Technology and Management, India	GPA:3.79/4

SKILLS

AI/ML: Supervised and Unsupervised Learning, Regression, Random Forest, Decision Trees, kNN, SVM, Clustering, Pandas, NumPy, Sci-kit Learn.

Programming skills & Analytical Tools: Python, PL/SQL, Power BI, SQL, MS Excel, GitHub, Visual Studio, Data Structures and Algorithms.

A/B Testing: A/B testing methodology, Statistical analysis, Experiment design, Data interpretation, Hypothesis testing **GitHub**: [link]

Product: Product metrics, Measuring Product Quality, Metric investigation, Product improvement **GitHub**: [link]

Certifications: Python Data Associate; Associate Data Analyst; AI Fundamentals (Data Camp)

WORK EXPERIENCE

Data Analyst

Fiserv | Sunnyvale, CA　　　　　　　　　　　　　　　　　　　　　　　　　　*2021 - Present*

- Enhanced fraud detection by analyzing transaction patterns and identifying trends for 40+ banking clients using Zelle® and TransferNow® Payment Products.
- Designed statistical criteria and rules to flag high-risk transactions during the onboarding of American Savings Bank to Zelle®, ensuring a secure transition.
- Collaborated with multiple cross functional internal teams to engineer new risk processes, successfully reducing fraud loss for TD Bank from 8.1bps to 4.8bps.
- Automated model performance reports, encompassing Gains, Positive Detection Rates, and False Positive Rates, for the top 50 clients of TransferNow®, optimizing efficiency.
- Developed PL/SQL procedures targeting high-risk transactions, including identification of gibberish emails and suspension of high-risk contact names, resulting in a 4% reduction in fraud instances.
- Crafted Risk Strategy and Analytics dashboards for diverse banks, closely collaborated with multiple clients to align strategies with their objectives and created a roadmap for their risk strategy.
- Analyzing and identifying emerging fraud patterns to proactively enhance fraud detection strategies, minimize client losses, and improve system resilience.

Data Science Intern

Index Analytics LLC | Baltimore, MD　　　　　　　　　　　　　　　　　　　*Jan 2021 – May 2021*

- Conducted comprehensive data analysis on Centers for Medicare & Medicaid Services (CMS) data, involving cleaning, pre-processing, and visualization for classification and predictive analysis.
- Implemented a machine learning ensemble, evaluating model performance metrics, and ensured thorough documentation adherence to CMMI guidelines using JIRA and SharePoint.

Data Analyst

Tata Consultancy Services | Hyderabad, India　　　　　　　　　　　　　　　*2017 - 2019*

- Collaborated on intricate SQL queries for data retrieval, creating performance metrics dashboards on Tableau, and delivering weekly reports to leadership.
- Engineered and automated data pipelines, reducing manual efforts, project time, and operational costs by 40%, while also preparing bi-weekly reports and root cause analyses, and providing production support through cross-functional consultations.

Software Engineer

Tata Consultancy Services | Hyderabad, India　　　　　　　　　　　　　　　*2016 - 2017*

- Developed a sophisticated front-end application with HTML, Angular, and Redux, integrating data from multiple API endpoints for efficient state management.
- Executed comprehensive responsibilities including writing unit test cases with Jasmine, debugging, enhancing accessibility, and providing timely solutions for major incidents in the production environment.

PROJECTS

A/B Testing for Buy Now Pay Later Product [Python, Statistics]

- Conducted A/B Test on BNPL, revealing significant increase in conversion rate and average order value, while showing no variance across user segments.

Tesla Sales Data Analysis [Python]

- Analyzed data to uncover patterns and trends to enhance performance and provide insights on sales strategies and drive revenue growth.

Inventory Control Management [SQL]

- Exploring the role of inventory control management in retail for ensuring smooth operations and profitability.

Analysis of Customer Churn in Telecom [Python]

- Implemented data cleaning, data transformation, data visualization and built predictive models using Random Forest Classifier and Logistic Regression predicting churn to improve customer retention.