VAIBHAV KARANAM

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DATA ANALYST PROFESSIONAL

Data Analyst at PepsiCo pursuing master's degree in Computer Science. I have a passion for leveraging data-driven insights to solve complex business challenges. With my combination of data science knowledge and business acumen, I want to deliver innovative solutions that drive strategic decisions and achieve impactful results. I am looking for opportunities to work and grow in the field of data science and machine learning.

SKILLS

Python (including Pandas, NumPy and Regex libraries) | SQL | Tableau | Microsoft Power BI | PySpark (Map Reduce, GraphFrames, MLLib) | AWS Cloud Applications | C++ | HTML/CSS/Bootstrap | D3.js | PowerApps | Power Automate | Microsoft Office Suite

EDUCATION

Master of Computer Science, Computer Science/Data Science   Dec. 2023
University of Illinois, Urbana-Champaign, Illinois
GPA: 4.0
Relevant Coursework: Data Mining, Text Information Systems, Data Visualization, Cloud Computing Applications, Foundations of Data Curation, Theory and Practice of Data Cleaning

Bachelor of Science, Computer Engineering   Dec. 2021
Texas A&M University, College Station, Texas
GPA: 3.44
Minor in Cybersecurity and Mathematics

EXPERIENCE

PEPSICO, Plano, Texas   Feb. 2022 – Present

Data Analyst, Dec. 2022 – Present
Lead and perform delivery of Data Quality Application Rules in Extraction, Transformation, and Load (ETL) for the Frito-Lay North America enterprise system.

- Gather business requirements, translate them into Data Quality Rules, and review Field Mapping Documents using SQL to ensure Global Template Standards.
- Lead delivery of Data Quality Rules for ETL and work with functional data teams and business value streams to perform data testing.

IT Associate Analyst, Feb. 2022 – Dec. 2022
Data Analyst and Process Developer for Enterprise Testing Services (global managed service team within PepsiCo IT)

- Developed and deployed the Governance Billing and Problem Management applications using Microsoft Power tools and Tableau/Power BI dashboards. The Governance Billing process generated $45K in internal revenue in 2022.
- Performed data curation and visualizations for enterprise governance testing activities and worked across teams to support Enterprise Testing Services objectives.
- Assisted sector leads with Statement of Work (SOW) contracts for managed partners.

PROJECTS

- *Tetra - Diet Recommender for diseases:* Team Lead and algorithm programmer for the project as part of CS 410 Text Information Systems 2022. Project application recommends food/diet based on health or disease condition of the user. The project consisted of a web scraper and text entailment analysis using the RoBERTa model.
- *Data Visualization:* The data visualization project was done as part CS 416 2022. The topic of visualizations is 'Super Bowl Ads Characteristics Breakdown (2000-2020)'.
- *Piano Man:* Project Manager and integration programmer for CSCE 483 (Undergrad Computer Engineering Senior Capstone 2021). The project can read sheet music using computer vision and play a physical piano. Developed using Optical Music Recognition Python library and hardware built using Raspberry Pi, Servo Motors, and 3-D printed case.
- *SpaceCraft:* Developed front-end desktop launcher components using Java for multi-user engineering software application. The software platform was presented at South by Southwest (SXSW) 2019.
- *Shoreline Defense System:* 3rd place in National Security Agency (NSA) partnered Aggies Invent 2018. Led team to create Proof of Concept (PoC) that identifies and visualizes commercial Underwater Unmanned Systems and constructs a 3-D model to characterize system paths and operational footprint.

INVOLVEMENT

- IT Internship event co-lead for PepsiCo's Summer 2022 IT Internship program.
- Represented PepsiCo at HackDFW hackathon 2022 and campus recruitment events.