VENKATESH MUKERI

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SUMMARY

Microsoft Certified Data Engineer with hands-on experience in data science, machine learning, and business intelligence. Skilled in Python, SQL, Power BI, and Tableau, with a proven ability to turn raw data into strategic insights. Strong background in CRM and customer experience analytics, delivering scalable solutions that drive business outcomes.

WORK EXPERIENCE

Graduate Research Assistant – Data Science & Analytics

Texas A&M | Dallas, Texas   Oct 2024 - Present

- Engineered and automated SQL and Python-based pipelines to support advanced research analytics and predictive modeling efforts.
- Utilized Python (pandas, NumPy, scikit-learn) and R to perform data wrangling, exploratory data analysis (EDA), and feature engineering, resulting in a 15% improvement in model performance.
- Developed dynamic Tableau and Power BI dashboards to communicate complex trends and statistical insights to non-technical stakeholders.
- Conducted multivariate analysis and anomaly detection on large survey datasets, contributing to the design of evidence-based policy recommendations.
- Led data validation and cleansing efforts to ensure statistical accuracy and modeling reliability across multiple projects.
- Documented reproducible analytics workflows to streamline collaboration and future enhancements.

Lead Business Intelligence Analyst – Data Science & Strategy

Medallia | Gujarat, India   Apr 2021 - Apr 2023

- Designed scalable ETL processes to integrate disparate data sources (CRM, behavioral, support logs), enabling advanced customer segmentation and lifetime value modeling.
- Built statistical models to analyze customer behavior and predict churn, supporting data-driven strategy shifts that contributed to a 30% increase in client retention.
- Leveraged Medallia's CX platform, SQL, and Python to deploy real-time analytics solutions embedded within Salesforce, driving timely decision-making across sales and product teams.
- Collaborated with product managers and data engineers to define key performance metrics and build dashboards that monitored usage patterns and campaign effectiveness.
- Led A/B testing initiatives and analyzed digital experience data (DXA) to inform UX optimization and personalization strategies.
- Operated in an Agile environment using JIRA, documenting data pipelines and experiment results for stakeholder alignment.

Sports Data Analyst – Predictive Analytics & Performance Modeling

Hudl India Pvt India | Mumbai, India   Jul 2017 - Feb 2020

- Built and maintained sports performance databases, developing models that predicted athlete performance and team outcomes using statistical techniques and historical data.
- Applied regression analysis, clustering, and time-series forecasting to enhance performance evaluations for coaching decisions across soccer, basketball, and volleyball.
- Automated data collection and visualization processes to provide coaches with near real-time insights via interactive reports.
- Translated complex data findings into visual narratives and dashboards, helping non-technical stakeholders make data-informed strategy adjustments.
- Collaborated with cross-functional teams to ensure alignment between analytics outputs and organizational goals.

EDUCATION

Masters in Business Analytics

Texas A&M University | Dallas, Texas   Jul 2025

Relevant Coursework - Python, R, Database Management, Data Visualization, Machine Learning, Date Warehousing, Data Modelling

PG Diploma in Advance Computing

Center of Development in Advance Computing, India | Mumbai, India   Jan 2021

Relevant Coursework - C, C++, Java, Microsoft .NET, JavaScript, MySQL, MEAN Stack

Bachelors in Electronics Engineering

University of Mumbai | Mumbai, India   May 2017

Relevant Coursework - Assembly language, CCNA, OOPM, PCB Design, Circuit Theory

TECHNICAL SKILLS

Analysis and Analysis Tools: Advanced Excel, SAP Business Object, Tableau, POWER BI, SAS, Spark, Toad, Talend,Control-M, Airflow, Hadoop, A/B testing, Business Intelligence, Big Data Analytics, Data Mining, PredictiveAnalytics, Quantitative Business Analysis, Statistics, Machine Learning, Google Cloud Platform, PBM.**Database:** Teradata, SAP HANA, RDBMS, OLAP, Microsoft SQL Server, MS Access.**Programming:** Python, R, Flask, Spark, SQL, BigQuery, Hive, Unix, Linux, OOPS, Java, HTML, Angular, JavaScript.

PROJECTS

AI-Powered Interview Assistant Chatbot

Jan 2025 - Apr 2025

- Leveraged stakeholder consultations and literature reviews to define user needs, subsequently implementing core chatbot functionalities such as role-specific question generation and adaptive feedback delivery.
- Analyzed existing interview preparation tools and user requirements to develop an AI chatbot featuring real-time communication, performance scoring, and personalized feedback.

The Netflix Lens: Data-Driven Insights with Power BI

Jan 2025 - Apr 2025

- Developed interactive Power BI dashboards to analyze Netflix content data, revealing key insights into genre popularity and regional viewing trends.
- Presented data-driven insights on content performance and user engagement to stakeholders through comprehensive Power BI reports.

AWS based Data Warehouse for Crime Analytics

Aug 2024 - Dec 2024

- Developed and deployed an AWS-based data warehouse for crime analytics, leveraging SSIS for ETL processes, SSMS for database management, and SQL for data transformation and analysis. Contributed to the identification and prevention of crime patterns through data-driven insights.
- Designed and implemented interactive dashboards using Tableau to visualize crime statistics and trends, enabling law enforcement to proactively address potential hotspots and allocate resources effectively.

CERTIFICATIONS & LICENSES

Microsoft Certified: Azure Data Engineer Associate - 254435B8D14C92AE

Microsoft

Feb 2025 - Present