**SENIOR DATA ANALYST**

**SAMITHA SINGIREDDY**

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**PROFESSIONAL SUMMARY:**

* Possessing over 9 years of analytical experience, leveraging tools like SQL, Python, R,Excel, and Power BI across multiple industries.
* Expertise in SQL, Python, Power BI, Tableau, and cloud platforms (AWS, Azure, Databricks) to drive strategic insights.
* Skilled in developing predictive models using TensorFlow and PyTorch for customer behavior analysis.
* Strong background in ETL workflows, big data processing, and data governance to ensure accuracy and efficiency.
* Adept at automating data pipelines, improving efficiency by 40% in data processing.
* Experience in cloud-based data warehousing (AWS Redshift, Snowflake, Databricks) for scalable data solutions.
* Proficient in A/B testing, anomaly detection, and fraud analysis to enhance decision-making.
* Strong analytical and problem-solving skills with a focus on data-driven business strategies.
* Led cross-functional teams to implement BI dashboards and reports, improving executive decision-making.
* Hands-on experience with data mining, statistical modeling, and advanced analytics.
* Expert in customer segmentation, sales forecasting, and market trend analysis to optimize marketing strategies.
* Passionate about mentoring analysts, optimizing workflows, and driving process improvements.
* Experienced in data security, governance, and compliance best practices for cloud-based systems.
* Skilled in integrating data from multiple sources (APIs, databases, third-party tools) for enhanced analytics.
* Proven ability to translate complex data into actionable business insights, driving revenue growth and efficiency.
* Extensive experience in designing and deploying real-time reporting solutions using Power BI and Tableau.
* Adept at improving data accessibility and visualization for stakeholders across various business functions.
* Strong expertise in leveraging machine learning algorithms for process automation and predictive modeling.
* Experience working with high-volume datasets, ensuring accuracy, consistency, and efficient storage solutions.
* Ability to collaborate with cross-functional teams, including finance, IT, and marketing, to align data strategies with business objectives.
* Proven track record in reducing operational costs through data-driven insights and workflow optimizations.
* Expertise in Agile methodologies, ensuring timely delivery of projects through iterative development cycles.
* Strong understanding of business intelligence best practices, driving innovation through data-driven decision-making.
* Hands-on experience with natural language processing (NLP) for sentiment analysis and customer feedback evaluation.
* Knowledge of deep learning techniques for image and speech recognition applications.
* Experienced in developing recommendation systems to improve customer experience and engagement.

**TECHNICAL SKILLS:**

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| **Skill Category** | **Technologies/Tools** |
| **Databases** | PostgreSQL, Microsoft SQL, Oracle, AWS Redshift |
| **Data Integration** | SSIS, Apache NiFi, Informatica, Oracle Data Integrator, Kafka |
| **Programming** | SQL, Python, R |
| **Data Visualization** | QlikView, Power BI, Tableau, Looker |
| **Machine Learning** | TensorFlow, PyTorch, Azure ML, Amazon SageMaker |
| **Cloud Platforms** | AWS (S3, QuickSight, Cloud), Microsoft Azure |
| **Cloud Data warehouse** | Snowflake |
| **Version Control** | Git |
| **Documentation** | SharePoint, Confluence |
| **Project Management** | Scrum, Agile |
| **Statistical Tools** | SPSS, MATLAB, Qualtrics |
| **API Integration** | RESTful API, FTP/SFTP |
| **Reporting** | Microsoft Excel, Adobe Analytics |
| **Business Intelligence** | Looker, LookML, dbt |

**PROFESSIONAL EXPERIENCE:**

**Client: Fifth Third Bank,** **Cincinnati, OH MAY2023-Present**

**Role: Sr. Data Analyst**

**Roles & Responsibilities:**

* Developed data visualization dashboards in Power BI and Tableau for senior leadership decision-making.
* Conducted in-depth financial data analysis using SQL, providing insights that enhanced operational efficiency.
* Created machine learning models to predict credit risk and customer loan defaults.
* Implemented data pipeline automation using AWS Glue and Redshift, reducing processing time by 50%.
* Led company-wide adoption of SQL best practices, standardizing reporting procedures.
* Developed a real-time fraud detection system using anomaly detection algorithms.
* Optimized marketing campaign strategies through data-driven insights, increasing conversion rates by 15%.
* Conducted financial modeling to support investment and lending decisions.
* Managed large datasets in AWS S3, ensuring data integrity and accessibility.
* Built interactive reports to track business KPIs and present findings to key stakeholders.
* Designed customer segmentation models, enabling personalized financial products.
* Implemented predictive analytics for early detection of loan delinquencies.
* Spearheaded integration of third-party datasets to enhance business intelligence reporting.
* Improved reporting efficiency by developing automated SQL queries for scheduled reports.
* Provided training and mentorship to junior analysts on data analytics tools and methodologies.
* Developed API integrations to streamline data flow between internal and external financial systems.
* Created time-series forecasting models for risk assessment and credit portfolio management.
* Designed an executive-level dashboard to provide real-time performance tracking across departments.
* Implemented predictive analytics for early detection of loan delinquencies.
* Spearheaded integration of third-party datasets to enhance business intelligence reporting.
* Improved reporting efficiency by developing automated SQL queries for scheduled reports.
* Provided training and mentorship to junior analysts on data analytics tools and methodologies.
* Developed API integrations to streamline data flow between internal and external financial systems.
* Created time-series forecasting models for risk assessment and credit portfolio management.
* Designed an executive-level dashboard to provide real-time performance tracking across departments.
* Conducted exploratory data analysis (EDA) to identify potential revenue opportunities and cost savings.
* Led the migration of legacy data systems to cloud infrastructure, ensuring minimal downtime and data loss.

**Client: Voya, New York, NY Jul 2021 to Apr 2023**

**Role: Data Analyst**

**Roles & Responsibilities:**

* Conducted customer behavior analysis to enhance retention and engagement strategies.
* Built predictive models to forecast revenue trends, improving budgeting accuracy.
* Automated ETL pipelines using SQL and Python, increasing efficiency by 35%.
* Created real-time interactive dashboards using AWS QuickSight and Tableau.
* Optimized cloud data storage strategies, reducing infrastructure costs by 20%.
* Designed and implemented machine learning algorithms for risk assessment.
* Integrated multiple data sources to enhance CRM insights and targeted marketing campaigns.
* Conducted A/B testing to improve product offerings and pricing strategies.
* Provided strategic recommendations based on in-depth market and competitor analysis.
* Improved data accuracy by developing robust data validation processes.
* Analyzed financial performance metrics to optimize investment decision-making.
* Enhanced reporting automation, reducing manual processing time by 30%.
* Developed a customer churn prediction model using machine learning techniques.
* Collaborated with engineering teams to improve data infrastructure and governance.
* Designed and implemented Looker dashboards using LookML to enhance data accessibility and insights.
* Developed dbt models for structured and reusable data pipelines in Snowflake.
* Implemented SQL query optimizations that improved report execution speed.
* Designed KPI tracking dashboards for executive-level reporting, improving decision-making efficiency.
* Conducted deep-dive analysis on policyholder claims data to enhance fraud detection measures.
* Developed a recommendation engine to personalize financial product offerings based on customer data.
* Created automated workflows for real-time data integration from external financial sources.
* Led data governance initiatives to ensure compliance with financial regulations and industry standards.
* Conducted customer behavior analysis to enhance retention and engagement strategies.
* Built predictive models to forecast revenue trends, improving budgeting accuracy.
* Automated ETL pipelines using SQL and Python, increasing efficiency by 35%.
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* Enhanced reporting automation, reducing manual processing time by 30%.
* Developed a customer churn prediction model using machine learning techniques.
* Collaborated with engineering teams to improve data infrastructure and governance.
* Implemented SQL query optimizations that improved report execution speed.

**Client: Express, Columbus, OH Dec 2019 to Jun 2021**

**Role: Data Mining Specialist**

**Roles & Responsibilities:**

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* Implemented SQL query optimizations that improved report execution speed.

**Client: Luxoft India Pvt. Ltd, India Oct 2017 to Sep 2019**

**Role: Database Analyst**

**Roles& Responsibilities:**

* Developed SQL queries and stored procedures to optimize database performance.
* Created interactive dashboards using QlikView and Power BI to visualize key business insights.
* Automated reporting workflows, reducing manual effort by 40%.
* Conducted statistical analysis using MATLAB and R for predictive modeling.
* Improved data validation processes, ensuring high accuracy in reporting.
* Assisted in the development of ETL pipelines for integrating disparate data sources.
* Led a team to optimize data retrieval processes, reducing query execution times.
* Conducted deep-dive analysis on customer transaction data to uncover insights.
* Implemented security best practices for data handling, ensuring compliance with industry regulations.
* Developed Python scripts for data preprocessing, improving efficiency in analytics workflows.
* Designed scalable ETL processes to manage large datasets across various business units.
* Developed Power BI and Tableau dashboards to monitor key operational metrics.
* Integrated Kafka and Apache Spark for real-time data ingestion and analysis.
* Automated routine data extraction and transformation tasks using Python.
* Built machine learning models to detect anomalies in financial transactions.
* Led the migration of database infrastructure from on-premise to cloud-based solutions.
* Provided technical documentation and training for SQL best practices and reporting standards.

**Client: Inautix Technologies India Pvt Ltd, India Jan 2016 to Sep 2017**

**Role: Data analyst**

**Roles & Responsibilities:**

* Developed SQL queries for data retrieval from PostgreSQL databases, focusing on optimizing performance and accuracy.
* Utilized Microsoft Excel for advanced data manipulation and analysis, applying complex formulas to enhance data insights.
* Created visualizations in QlikView to illustrate data trends, aiding in the interpretation and presentation of results.
* Implemented Apache Hadoop for large-scale data processing, managing and analyzing big data effectively.
* Utilized Spark for real-time data analysis and processing, enhancing the speed and efficiency of data operations.
* Managed version control with Git to track and revert changes effectively, maintaining project integrity.
* Created detailed documentation for all data-related processes, using Microsoft Excel and Word to ensure clarity and accessibility.
* Developed Power BI dashboards to display key performance indicators, improving organizational decision-making processes.
* Conducted routine reports to support business decision-making, employing SQL and Excel to deliver timely insights.
* Trained new employees on data tools and best practices, enhancing team capabilities and ensuring consistent quality.
* Collaborated with IT to ensure system compatibility and security, focusing on data integrity and protection.
* Optimized data storage solutions to enhance system performance and reduce costs, applying best practices in database management.
* Monitored data quality and implemented corrections as necessary, using tools like SQL and Excel to maintain high standards.
* Conducted data analytics to support project implementation phases, leveraging tools like SQL and Power BI for comprehensive analysis.

**Education:**

* Bachelor of Technology (B.Tech) in Computer science and Engineering, SRM Institute of Technology & Science,2016