Vedavyas Chaturvedula

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PROFILE

Analytics Professional with 7+ years of work experience across multiple sectors like FMCG, manufacturing, consulting, and service industries. Business Analytics masters at University of Texas at Dallas (Dec 2023).

Specialties: Data driven business problem solving, Machine learning, Forecast modeling, Data visualization.

Techonologies: Python, Pytorch, R, SQL, PostgreSQL, Hadoop, Hive, PySpark, MongoDB, Tableau, Power BI, Excel (advanced)

EDUCATION

UNIVERSITY OF TEXAS, DALLAS   **Dallas, Texas**
Master of Science, Business Analytics (STEM course)   *Dec 2023*
- *Relevant Coursework:* Machine Learning, Advanced Statistics, Big Data, Data Management, Cloud Computing, ML Ops

NATIONAL INSTITUTE OF TECHNOLOGY   **Warangal, India**
Bachelor of Technology, Biotechnology   *May 2015*

PROFESSIONAL EXPERIENCE

Fintekera Solutions *(UTDallas practicum project)*   **Dallas, Texas**
Project Manager and Solution Architect, Practicum Project   **Jan 2023 – Dec 2023**
As part of the MSBA, Creation of scheduled code to scrape data and perform ETL on salary data from 27 websites for job trend analysis
- Led a project team of 8 analysts and data engineers to develop python scraping tool. To scrape websites, parse data and collect salary information for a series of websites. Using Selenium, and parallel processing to run efficiently in Git CI/CD pipleline for seamless integration with minimum manual intervention.

Algonomy Solutions   **Bangalore, India**
Business Intelligence Analyst, Ecommerce   **Nov 2020 - Jun 2022**
ETL Analyst, SQL optimizer, Tableau visualization – Ecommerce Fraud & Customer experience
- Led a team of 3 for the project to build a holistic Tableau dashboard, allowing stakeholders to get in-depth and insightful views into seller performance and Fraud detection on Ecommerce platform.
- Developed a master key to predict and identify users with the fraudulent activities based on different metrics available across all SQL tables using an entity resolved master dataset. These reduced the turnaround time for detection and resolution of fraud accounts. Supported the launch of campaigns through A/B experiments. These efforts led to increased ROI by ~6%.

Mu Sigma Business Solutions   **Bangalore, India**
Sr Business analyst, Business Analytics   **Jan 2019 - Oct 2020**
Analytics lead, Product analytics & Marketing, Training and Skill management
- Led a team of 8 to develop and integrate R and python-based automation for Exploratory data analysis, Regression analysis, Segmentation analysis to create one stop solutions for improving coding efficiency for entire org on avg by 41%
- Build a visualization in python jupyter notebooks for instant code modules ready to run on different datasets to get different analysis improving efficiency and reducing time for analysis by 34%.
- Scrum master for 5 team collaboration to keep track of the tasks and achieve deliverables with minimum collaborative issues.
- Led A/B testing for digital marketing initiatives, for an Australian retailer improving conversion with Click through rate by 17% and participation rate by 22%.
- Conducted SQL training sessions for the product team, enhancing the team's data querying capabilities and fostering a data-driven culture within the organization.

Business Analyst, Retail Campaign Analytics   **Sep 2015 - Dec 2018**
Product and campaign analysis, with strategy and post campaign performance analysis
- Built an advanced reporting tool using Excel and VBA to accelerate the reporting of relevant KPIs. This led to reducing the post campaign performance process time by 46%.
- Managed 100+ campaigns and performance analysis with an Australian retailer using customer segmentation and reward management resulted in ~10% increase in uplift and participation rate by 15% increase YoY.
- Overhaul and Migration of Database from SAS to SQL database with schema design, table creation and query optimization. Resulting in a database management system with improved performance of reporting by 40%.

CERTIFICATIONS

- Data Engineering – SQL (Window Functions, Query optimizations, Stored Procedures) ;
          MongoDB, noSQL; Data modeling , Data lakes, Schemas, Snowflake

- Decision Scientist – Data analysis, Business understanding, Advanced Statistical methods, Modeling in R and python

- Rockstar Award – Mu Sigma Business Solutions for best performance on 2020 Dec