Keerthi Gopireddy

Data Analyst | Business Intelligence Analyst

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PROFESSIONAL SUMMARY

Data Analyst with 6 years of experience decoding complexity into clarity across logistics, inventory systems, and digital marketing. At Amazon and Huawei Ads, led analytics initiatives that improved operational accuracy, boosted engagement metrics, and optimized revenue outcomes. Skilled in using SQL, Python, and Power BI to turn complex data into clear, actionable strategies that drive measurable business impact.

WORK EXPERIENCE

XSignOn** (Client: Citibank)* ***Data Analyst (Internship) ***May 2023 to till date***

- Ensured FDIC compliance by validating customer and beneficiary data using SQL and Power BI; identified and reported inaccurate records, reducing data quality issues by 7%
- Built ETL pipelines in the Cloud platform using SQL recipes to automate data preprocessing enhancing data relations and reducing system load by ~45% in an Agile environment.
- Built dynamic Power BI dashboards with DAX to surface key data quality issues, improving visibility for stakeholders

Wipro Technologies** (Client: Huawei Ads)* ***Data Scientist ***Aug 2021 to Dec 2022***

- Enhanced real-time bidding for Huawei Ads Platform by analyzing user behavior and ad interaction data using SQL and Python, leading to targeted feature engineering and optimization strategies increasing eCPM by 1.4%.
- Developed and automated KPI tracking dashboards in Tableau, reducing manual reporting efforts by 10%.
- Identified overfitting and data quality issues through performance analysis, implemented early stopping and feature selection, increasing the model performance, eCPM by 3% on real-time data.

Amazon Robotics ***Data Analyst*** ***Aug 2018 to May 2021***

- Analyzed inventory data using SQL to identify discrepancies in ML predictions, leading to a corrective strategy that reduced errors by ~40%.
- Designed and implemented the "Dislike" process by analyzing issue trends, defining SOPs, and streamlining tracking systems, which reduced process turnover time and improved operational clarity.
- Presented data-driven insights on root causes of delays, suggested logic updates that improved turnover time by 30% and cut manual effort by ~20%.
- Built interactive dashboards in Power BI and Microsoft Excel to monitor KPIs and operational trends, reducing manual reporting work by ~70%.

SKILLS

Programming & Query Languages: Python, MySQL, HiveQL, MATLAB

Data Analysis & Statistical Methods*:* Descriptive & Inferential Statistics, Hypothesis Testing, A/B Testing, Correlation Analysis, Root Cause Analysis, Empirical Analytics

Data Visualization & Business Intelligence Tools: Power BI (DAX), Tableau Desktop, Microsoft Excel, SPSS, Dataiku DSS, RapidMiner, Dashboard Development, Data Storytelling

Data Manipulation: Data Cleaning and Preprocessing, Data Querying, ETL Pipelines, Data Modeling, RDBMS

Python Libraries: Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn, SciPy, Plotly, Statsmodels

Machine Learning & AI: Supervised & Unsupervised Learning, Exploratory Data Analysis, Feature Engineering, Model Evaluation & Deployment, NLP, GANs, GCP and AWS Cloud

Collaboration Tools: Jira, Trello, Git/GitHub

LinkedIn: http://www.linkedin.com/in/lakshmi-keerthi Portfolio: https://lakshmi-keerthi.github.io/my_portfolio

ACHIEVEMENTS AND ACCREDITATIONS

- Merit Certificate with Excellent Grade in '***Advanced Artificial Intelligence and Machine Learning Program***' from IIIT Hyderabad (Dec 2018 to March 2019)
- '***Lean Six Sigma*** *Yellow Belt Certification'* by ACES Academy at Amazon for performing quality analysis and suggesting data-driven process changes to streamline the dislike mechanism.
- Awarded with ***'Champion IDS Research Analyst'*** in Q2 2020, Q3 2020, and Q1 2021 at Amazon for my expertise in root cause analytics focusing on the inventory data
- Accredited as the '***Most Valuable Player***' in the team for the year 2020 at Amazon for identifying trends in the data leading to more dislikes using statistical modeling
- Recognized as '***Outstanding Contributor***' in February 2022 by Huawei Ads for ensuring fairness and explainability in ML models to identify important features and optimize ad click-through rate
- Completed LeetCode "***SQL 50***" and "*Intro to Pandas*"

EDUCATION

Master of Science, Artificial Intelligence *Jan 2023 - Dec 2024*
University of North Texas | Denton, Texas | ***CGPA: 4.0***
Minor: Data Analytics and Machine Learning

Bachelor of Technology, Electronics and Telematics *Jul 2014 - May 2018*
Jawaharlal Nehru Technological University | Hyderabad, India

KEY PROJECTS

- **Animal Shelter Database System | Database Management Systems | Spring 2024**

  Developed a *database management system* for the animal shelter using ***SQL*** on ***Oracle Cloud***. Analyzed data requirements, defined entities and relationships, and created an *ERD* based on the schema. Applied *normalization* for data integrity and implemented stored procedures/functions to streamline adoption, and medical records.

- **Analysis and Prediction of Email Click-Through Rate | Empirical Data Analysis | Fall 2023**

  Analyzed customer and product data to predict email click-through rate (CTR), using ***exploratory data analysis*** (EDA), *correlation analysis*, and *feature selection* to identify key drivers of engagement. Developed machine learning models, particularly ***XGBoost***, to optimize targeting strategies and *improve* email campaign performance.

- **Leveraging Deep Learning Models for Bird Species Classification | Deep Learning | Fall 2023**

  Developed a *multiclass* bird species *classification* system using CNN, ResNet, DenseNet, and ViT. Applied ethical ***data augmentation*** and image preprocessing to optimize model performance, achieving *93% accuracy* with an ***ensemble method***. Focused on enhancing the model to support ecological research and aid in conservation initiatives.

- **Generating Synthetic Faces using Generative Adversarial Networks | Machine Learning | Spring 2023**

  Developed a ***generative AI*** model using ***GAN model architecture*** capable of producing realistic, high-quality synthetic faces indistinguishable from real faces. GAN uses a generator and discriminator to produce fake faces. Produced *synthetic faces* that do not exist in the dataset ensuring privacy-preserving data augmentation.

CO-CURRICULAR ACTIVITIES

- Worked as a **Digital Imaging Student Assistant** (Feb 2023 - Dec 2024) at the University of North Texas:
  - *Captured metadata* for 3,000+ historical letters, enhancing archival preservation and accessibility
  - *Analyzed* historical records, identifying ***trends*** and categorizing them for improved accessibility and research
  - *Digitized* 20+ archival books and ledgers with precision to ensure long-term preservation
- Developed a **Mini-CNC controller** using *MATLAB* and *Arduino* during an Internship at Central Institute of Tool Design