

# VAISHNAVI SOUNDARARAJAN

859-878-8798 | soundararv1@nku.edu | <https://www.linkedin.com/in/vaishnavisoundararajan> | Austin, TX

## TECHNICAL SKILLS

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- Machine Learning and Statistics: Supervised machine learning, Unsupervised machine learning, Predictive modeling (automatic linear modeling based on forward stepwise algorithm)
- Programming Languages: SQL, R (ggplot2), Python, SAS
- Data Visualization Tools: Tableau, Microsoft Power BI, MicroStrategy
- BI Tools: IBM SPSS, KNIME, Google Analytics, MS Excel 2013 (VBA Macros, Pivot, VLOOKUP)
- Database: Oracle 11g, MS SQL Server, SSIS, SSRS, Data mining

## PROFESSIONAL EXPERIENCE

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| <b>MedAZ.NET, New Jersey</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>Data Analytics Intern</b>         | <b>Jun 2020 – Aug 2020</b> |
| <ul style="list-style-type: none"><li>• Analyzed, designed, and developed dashboards for clinical and administrative purpose for the Med AZ and MAI®EDEN products using technologies such as MS SQL Server, MS Excel, and Power BI</li><li>• Performed data cleaning, manipulation, analysis, and interpretation of results</li><li>• Prepared physician comparison dashboard based on testing performed in different states, counties, and city</li><li>• Collaborated with senior team members to constantly improve analytic standards and success metrics</li></ul>                                                                                                                                                                                          |                                      |                            |
| <b>Northern Kentucky University, Kentucky</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>Graduate Assistant</b>            | <b>Jan 2019 – Apr 2020</b> |
| <ul style="list-style-type: none"><li>• Analyzed consumer products industry dataset and produced data visualizations using Power BI</li><li>• Provided data analysis and reporting using Tableau for data-driven decision making</li><li>• Utilized IBM SPSS for statistical predictive modeling and analyzing critical statistical data</li><li>• Worked on lattice multivariate world population dataset using R Studio (ggplot2)</li><li>• Developed SQL corporate training content for a Fortune 100 firm</li><li>• Worked on fixing the accessibility issues in PDF's and PPT's of data visualization course</li><li>• Graded quizzes and assignments for database and data visualization courses</li></ul>                                                 |                                      |                            |
| <b>Accenture, Chennai, India</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>Business Intelligence Analyst</b> | <b>Jul 2015 – Nov 2018</b> |
| <ul style="list-style-type: none"><li>• Conducted brainstorming sessions to gather business needs and translated those requirements</li><li>• Active member of the team that analyzes large datasets to identify revenue cycle KPIs and grew sales by 15%</li><li>• Investigated the data sources and queried the dataset using SQL</li><li>• Created interactive Tableau dashboards that are user friendly and actionable to strengthen business process</li><li>• Streamlined reporting across multiple teams which led to a reduction in 25% of resource time</li><li>• Established strong working relationship with client to ensure repeated collaboration</li><li>• Built BI training materials and offered training sessions for business users</li></ul> |                                      |                            |

## EDUCATION

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| <b>Master of Science, Business Informatics</b><br><i>Northern Kentucky University, Kentucky</i>   | <b>GPA 3.8 / 4.0</b><br>Aug. 2020 |
| <b>Bachelor of Engineering, Computer Science and Engineering</b><br><i>Anna University, India</i> | <b>GPA 3.6 / 4.0</b><br>Apr. 2015 |

## ACADEMIC PROJECTS – NKU

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| <b>Predictive Modeling using IBM SPSS</b>                                                                                                                                                                                                                                                                  | <b>Fall 2019</b>   |
| <ul style="list-style-type: none"><li>• Developed a predictive model to test the impact of demographic variables on the Health Insurance Marketplace (HIM) enrollment data</li><li>• Utilized automatic linear modeling on the merged datasets and predicted accuracy of 63% using IBM SPSS tool</li></ul> |                    |
| <b>Data Visualization Dashboard for Airbnb Listings Data</b>                                                                                                                                                                                                                                               | <b>Spring 2020</b> |
| <ul style="list-style-type: none"><li>• Analyzed 10,000 Airbnb listings to predict the price category of rooms in Boston based on key characteristics</li><li>• Performed in depth MLR analysis with 70% accuracy rate, improving customer services and finding right rental</li></ul>                     |                    |

## TRAINING AND CERTIFICATIONS

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| • Python for Data Science and Machine Learning Bootcamp – Udemy | <b>June 2020</b> |
| • Google Analytics for Beginners – Google Analytics Academy     | <b>July 2020</b> |