Harish Reddy V

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**Professional Summary :**

* **Having 5+ years** of overall IT experience in Application Design and Development in **Data Science**, **Core** **Java** and **Big Data Hadoop and Spark, Python, AWS s3**.
* Analytics professional with 2+ year hands on experience in Project management & Business improvement projects **In Data Science (Python, Power BI, Tableau, ML, TeraData)**
* Very good Experience in **Marketing Survey related analytics** problem solving
* Skilled in Microsoft SQL, SSIS/ETL, Teradata, Tableau, ToadBI, PowerBI, Excel
* **4+ years** of exclusive experience in Hadoop and its components like **HDFS, Map Reduce, Spark, Scala, Hive, Sqoop, Oozie, NiFi.**
* Good working knowledge with **Map Reduce** and **Scala, Hive**
* Working Experience on **Cdh** and **Hortonworks, aws** distribution
* High interest to work in Big Data Technologies and Data Analytics, Automation.
* **Installation of Hadoop** in **Pseudo mode** & **Distributed mode** environment and its configurations.
* Good knowledge on Map Reduce Framework & HDFS Architecture.
* Experience in development of Reports and Dashboard in **Power BI Custom Visuals &Tableau**
* Extensive experience in Software development life Cycle (SDLC).
* Experience in Design and Develop Test cases and validates the output in the HDFS
* Good at HTML design and implementation
* Comfortable working in Unix/Linux environment
* Enthusiastic and exceptional ability to learn new technologies like R, ML, Deep Learning

**Technical Skills:**

|  |  |
| --- | --- |
| Operating System | Windows, Centos, Ubuntu |
| Databases | Tera Data, Oracle, SQL and PL/SQL. |
| Hadoop Framework | Cdh, Hortonworks, HDFS, Map Reduce, PIG, HIVE, HBase, Sqoop, Oozie and Flume, Spark, Scala, NiFi, AWS, IBM Infosphere |
| Programming Languages | Java, Python, Scala, R, Java script, HTML, Shell Scripting, |
|  |  |
| Packages | MS Office |

**Professional Experience:**

* Working as an **Advisory Data Science** in **Dell Technologies** from Jan 2020 to till now.
* Working as Advisory **Systems Analyst** in **IBM** from Jul 2018 to till 2019 Oct.
* Worked as **System Integrations Analyst** in **Dell Services** from Sept 2017 to Jun 2018.
* Worked as Software **Consultant** in **ZS Associates** from Sept’15 to Aug ’17.

**Qualification :**

* **MBA** (Analytics) from **JNTU**.
* **B. Tech** (Computer Science & Engineering) from **JNTU**.

**Potentiality:**

* Always love to work effectively in a team and as an individual.
* Good in communicating, maintaining and developing a competitive network.

**PROJECT #6:**

* Project Name : CCO Analytics
* Client : Dell Technologies
* Environment : TD, Green Plum, Spark, Python, AWS, Hive, ML, DL CWB, PyCharm, Git hub, Agile
* Role : Data Science

**Description:**

Dell’s CCO, “That we live in the Age of the Customer, a time when customers are calling the shots and where customer relationships are the true differentiator for any business.”

The CCO role was then and remains an unexplored idea for most businesses, and the vast majority of existing CCOs organize their teams around business-to-consumer (B2C) functions. In contrast.

**Roles and Responsibilities:**

* Understanding customer behavior using survey as well as transactional data. Analytics on different customer journeys and ranking them based on different aspects. Implementing algorithms to categorize customer survey comments into multiple groups and analyzing NPS score with comment sentiments
* Create customer segments and marketing campaign strategies for profiling, targeting, and acquisition of customers and categories to optimize client's investments and to achieve better ROIs
* Use R and Python languages for the automation of analytical models and reports.
* Pulling and pushing data from data platform using API
* Created Hive &TD tables to store the processed results in a tabular format.
* Prepared FY21 strategy cascade draft versions
* Created custom visuals dashboard using Power BI for cNPS & Comments

**PROJECT #5:**

* Project Name : Virgin Money Data Fabric (CYBG)
* Client : Virgin Money Bank
* Environment : HDP, Hadoop, Spark, Python, AWS, Hive, DataStage Zeppelin, PyCharm, Git hub, Agile
* Role : Big Data Engineer / Developer

**Description:**

[Virgin Money](https://en.wikipedia.org/wiki/Virgin_Money_UK) currently has operations in the United Kingdom with 4 million customers. The company was initially established as a personal finance company under the name of Virgin Direct in 1995, and the Virgin Money brand itself was introduced in 2000. Virgin Money vastly increased its size and customer base in 2012 with the purchase of the so-called 'good bank' portion of the [nationalised](https://en.wikipedia.org/wiki/Nationalisation_of_Northern_Rock) [Northern Rock](https://en.wikipedia.org/wiki/Northern_Rock) bank.

In 2018 the entire UK operation of Virgin Money was sold to [the Clydesdale and Yorkshire Banking Group](https://en.wikipedia.org/wiki/CYBG) in a £1.7bn all-share deal which made the Group the sixth-largest bank in the UK.

**Roles and Responsibilities:**

* Writing on Python scripts and Submitting Spark jobs
* Completely involved in the requirement analysis phase.
* Pulling and pushing data from AWS S3 bucket on daily basis
* Provided filter data to the Data Analyzing using Data Stage tool
* Created Hive tables to store the processed results in a tabular format.
* Writing the script files for processing data and loading to HDFS.
* Creating FGS reports

**PROJECT #4:**

* Project Name : Customer Billing
* Client : Myntra Jabong
* Environment : AWS, Hadoop, Spark, Scala, Python, Hive,
* Role : Big Data Developer

**Description:**

Myntra Jabong is India’s leading e-commerce company committed to making fashion and lifestyle products accessible to everyone. We create solutions that disrupt the ordinary and help make the world a happier, more fashionable place

**Roles and Responsibilities:**

* Written the Python scripts to process the HDFS data.
* Pulling s3 data daily and doing invoice reports
* Provided providing critical solution using SPARK SQL with Data Frame
* Created Hive tables to store the processed results in a tabular format.
* Involved in designing, development and testing.
* Interacting with business stake holders.
* Developed the UNIX shell scripts for creating the reports from Hive data.

**PROJECT #3:**

* Project Name : Data Lake Build
* Client : Hilton Worldwide
* Environment : HDP, Hadoop, Spark, Scala, Hdfs, Hive, Java, UNIX, Zeppelin, IntelliJ ID, Git hub, Agile
* Role : Big Data Engineer

**Description:**

Hilton is one of the largest and fastest growing hospitality companies in the world, with more than 5,100 properties with more than 838,000 rooms in 103 countries and territories. In the nearly 100 years since our founding, we have defined the hospitality industry and established a portfolio of 14 world-class brands, including our flagship Hilton Hotels & Resorts brand, which is the most recognized hotel brand in the world. Our premier brand portfolio also includes Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Canopy by Hilton, Curio Collection by Hilton, Tapestry Collection by Hilton, DoubleTree by Hilton, Embassy Suites by Hilton, Hilton Garden Inn, Hampton by Hilton, Tru by Hilton, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. We have more than 69 million members in our award–winning customer loyalty program, Hilton Honors.

**Roles and Responsibilities:**

* Writing on Scala code and Submitting Spark jobs
* Provided filter data to the Data Analytical using SPARK SQL with DataFrame
* Created Hive tables to store the processed results in a tabular format.
* Involved in designing, development and testing.
* Writing the script files for processing data and loading to HDFS.
* Developed the UNIX shell scripts for creating the reports from Hive data.

**PROJECT #2:**

* Project Name : ZS Pharmacy
* Client : ZS Pharmacy
* Environment : AWS, Hadoop, Spark-shell, Apache Pig, Hue, Sqoop,
* Role : Hadoop Developer
* **Description:**

Pharmaceutical and biotech companies face a marketing environment with tremendous fragmentation across customers – the consumer is the patient, but the decision maker is a physician, and the payer is typically a third-party – and with a limited commercial window in which to maximize sales outcomes. In this environment, effective sales and marketing choices are essential to make the most of each product opportunity. We help pharmaceutical and biotech firms address a broad range of sales and marketing issues

**Roles and Responsibilities:**

* Written the Apache python scripts to process the HDFS data.
* Created Hive tables to store the processed results in a tabular format.
* Writing the script files for processing data and loading to HDFS
* Moved all log/text files generated by various products into HDFS location

**PROJECT #1:**

* Project Name : Inventory Management System
* Client : ZS management Telematics
* Environment : JAVA (Core), J2EE, and MySQL, JavaScript, Ajax, jQuery
* Role : Java Developer

**Description:**

Web helps in storing and administering all the data required for inventory management. The system consists of modules that cater to storing of information related to Products, Vendors, Customers, Purchases and Sales.

**Roles and Responsibilities:**

* Implement and maintain java application phases.
* Provide direct support to Development manager efforts as requested