

# NAGA MITRADEEP KALIPi

Data Analytics Enthusiast

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## PROFESSIONAL SUMMARY

**Google Analytics and DELL EMC Data Science** certified Data Analyst with a specialization of **Business Analytics** and over five years of experience working on end to end Data Analytics life cycle including **Extraction, Manipulation-Wrangling, Analysis, Visualization, Research, Reporting, and Automation.**

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## COMPETENCIES

- Performing exploratory analysis on the Datawarehouse to that uncover new opportunities, improve marketing campaigns, enhance customer service, and create other business advantages using Python, R, SQL, Cluvio, Tableau, Snowflake, and Google BigQuery.
- Using advanced database concepts such as Clustering, Partitioning, Segmentation, and Profiling to execute statistical models such as Regression, Correlation, Variance, and Scoring to extract actionable insights as requested from large data sets.
- Extracting data from various APIs such as Google Analytics, Salesforce, Spark. Web scraping the data from various websites using Selenium for Python.
- Enabling decision making for the client based on statistical conclusions that are developed on Python and R which are derived from hypothesis testing and forecasting.
- Applying critical thinking and creativity to interpret complex data on Tableau, Cluvio, and Power BI Pro for the purpose of model building.
- Developing regression models using platforms such as Big Query, Snowflake, Python and R to determine correlations between multiple variables.
- Identifying areas with data inaccuracies such as missing data, duplicates and skewness and bad data sourcing using R and Python and using programming libraries like TidyR, Dplyr, Numpy, and Pandas for data cleaning, preparation, and manipulation.
- Building and automating reports and strategic frameworks using R, Python, SQL, and Tableau to provide business insights.
- Work in multi-disciplinary and cross-functional teams to understand business requirements and translate into analytical solution to meet business objectives.
- Use R and Python to perform business analysis of big data sets to better understand consumer behavior, trends, anomalies and provide market insights.

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## CURRENT JOB

### Capital One LLC | Senior Data Analyst – Contractor | April 2020 to Present

- Performing quantitative and qualitative analysis of payments data, relating constants and variables, restrictions, alternatives, conflicting objectives, and their numerical parameters.
- Designing and developing operational data analysis and visualization tools, techniques, metrics, and dashboards to meet business needs and helping in business decision.
- Analyzing data analysis requests obtained from management to determine operational problems and defining data modeling requirements, validation of content, and problem-solving parameters.
- Identifying opportunities to use data to develop new strategies and improve business performance and utilize knowledge of mathematical modeling and other optimization methods data analysis.
- Communicating and presenting data to management by developing reports using Tableau.

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## PAST EXPERIENCE

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### **LotLinx Inc | Data Analyst | April 2018 to March 2020**

- Performed Market Analysis to understand the customer behavior and increased the sales by 12%.
- Accomplished end to end automation of reporting, which included extracting data through APIs, pipelining them into databases, and connecting them to tools and eliminating human efforts thus saving 26 hours weekly.
- Handled the reporting for biggest line of business for the organization which constitutes to 27% of the revenue.
- Analyzed the data from Google Analytics to understand the user behavior and developing models.
- Developed Regression models and other Statistical analysis using Google Big Query, Python, and R.
- Analyzed the factors predicting the Churn rate and methods to avoid cancellation of the customers.
- Developing hypotheses, independently solving problems, and sharing game-changing insights to drive growth.
- Investigate and conducted study on forecasts, demand, and capital for products.

### **Northern Illinois University | Graduate Research Assistant | January 2017 to April 2018**

- Acquiring data using R from primary or secondary data sources and maintaining databases.
- Expedited reporting from 1 business day to less than 2 hours by using R
- Generating dashboards using Tableau and delivering data insights through best in class visualizations.
- Handling large datasets and running queries on them.

### **Reporting Analyst | Ryan LLC | January 2016 to December 2016**

- Yielded \$17K in annual cost savings by automating the Data cleaning on spreadsheet using R.
- Developing performance metrics and sharing them across the business locations using Tableau.
- Analyzing the potential reasons behind data gaps.
- Interpreting data and analyzing results using statistical techniques of R programming.

### **Data Conversion Analyst | ADP LLC | June 2014 to December 2015**

- Yielded \$17K in annual cost savings by automating the Data cleaning on spreadsheet using R.
- Analyzed and determine conversion requirements and specifications using R.
- Developed scripts in R to automate the process of Data Conversion on a spreadsheet.
- Led a team of up to 12 project staff during each client engagement and controlled a \$100K annual budget.
- Presented data in an intuitive way using Tableau and Microsoft Power BI.

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## EDUCATION

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- **Northern Illinois University** | Master of Science | **Information Systems-Business Analytics** | 3.8 CGPA | May 2018
- **Osmania University** | Post Graduate Diploma | **Business Management** | 4.0 CGPA | August 2015
- **Osmania University** | Bachelor of Science | **Computer Applications** | 4.0 CGPA | June 2014

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## CERTIFICATIONS

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- Dell EMC Academic Associate, Data Science, and Big Data Analytics.
- Statistical Analysis from Essex School of Business.