Subhash Anagalabylu Ramachandra

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PROFESSIONAL SUMMARY

Results-driven analytics storyteller with 4 years of work experience in digital marketing and web analytics domain. Proficient in SQL, Python, Power BI, Google Analytics, AWS, Azure, and skilled in statistical modeling, ETL, and dashboard creation.

SKILLS

- **Programming Languages:** SQL, R ((Dplyr, Ggplot2) , Python (Numpy, Pandas, Scikit-learn, Matplotlib), Shell Scripting
- **Statistics & ML:** Hypothesis Testing, Logistic Regression, ANOVA, K-Means, KNN, Random Forest, Time Series Forecasting
- **Cloud:** Amazon S3, AWS IAM, QuickSight, AWS Glue, AWS Lambda, AWS Athena, Azure Databricks
- **Analytics Tools:** Microsoft Excel, Google Analytics, Adobe Analytics, Power BI, Looker Studio, SAP Lumira, Alteryx, Appsflyer
- **Professional Certifications:** AWS Cloud Practitioner, Snowflake Hands On Essentials, Google Analytics, Jira Fundamentals

WORK EXPERIENCE

Informativ LLC   Frisco, TX

Data Analyst - Internship   May 2023 – Present
- Executed table mapping techniques through stored functions and joins within **MS SQL Server**, enhancing the integration of 80GB of customer information from three distinct company databases. This played a crucial role in the post-merger initiative, ensuring seamless unification and the creation of a centralized master customer database.
- Applied scoring and data governance mechanisms for regional sales representatives to maintain data consistency.
- Retrieved over 70K+ rows and developed six automated KPI tracking **Power BI dashboards** utilizing information sourced from Salesforce, Google Analytics, CRM, web scraping, and ad platforms for the executive leadership team.

Sproutlife Foods Private Limited   Bangalore, India

Senior Executive – Web Analytics   May 2021 – July 2022
- Created dashboards to streamline operations and reduce the order processing time by 38% on **Spreadsheets** and **Power BI** by building pipelines integrating marketing, sales, and shipment data.
- Boosted sales by 43% through upselling via Frequent Item Sets built using association rules for catalog management.

Hiveminds – Unit of Madison World   Bangalore, India

Senior Marketing Analyst   July 2018 – May 2021
- Improved **sales forecast** accuracy for Dominos India by 18% through various statistical analyses on Google Analytics reports.
- Implemented Bayesian **A/B testing** methods for vernacular banners on landing pages, successfully reducing bounce rates by 36%. This initiative resulted in doubling the growth in the share of voice for the Tata-funded Curefit brand.
- Optimized Credit Card product marketing strategy through rigorous Decision Tree **model auditing**, leading to the generation of over 15,000 qualified leads and a 23% uplift in conversion rates.

ACADEMIC PROJECTS

- **Stock Market Analysis**, Big Data Analytics Project: Executed full-stack real-time stock market analytics pipeline with stream ingestion using AlphaVantage API, utilizing Apache Flume, Python, HDFS, and Spark RDDs/Dataframes, optimizing data storage and generating insightful summaries for 5 stocks.
- **YouTube Data Analysis Project**, Data Engineering Project: Extracted JSON and CSV files using AWS CLI, transformed them into tables via AWS Glue, and conducted table joins in Athena with Hive queries. Preprocessed the data on Python in AWS Lambda.
- Developed a PySpark ETL pipeline for data transfer to the analytics layer and created a dashboard with Amazon QuickSight.
- **Regression Analysis on Airbnb Reviews Dataset using R**, Machine Learning Project : Deployed logistic regression analysis, calculated beta values to assess variable impact and ensured model accuracy.
- Utilized Confusion Matrix and Neural Networks analyses to identify key factors contributing to Super Host status on Airbnb.

PERSONAL ACCOMPLISHMENTS

- Founded Malytics, led a team of 3 to empower 6 small businesses in digital growth through analytics and marketing in 2021.
- Secured a Top 4 spot in the 2023 **Alteryx** Datathon with automated workflows, integrating 4 distinct Snowflake data sources.

EDUCATION

University of Texas at Dallas, Naveen Jindal School of Management   Dallas, TX
Master of Science, Business Analytics (STEM)   GPA: 3.6/4.0   August 2022 – May 2024
Coursework: Database Foundations, Statistics, Marketing Analytics, Cloud Computing, Big Data, Predictive Analytics, Data Warehousing
Visvesvaraya Technical University, Global Academy of Technology   Bangalore, India
Bachelor of Engineering, Electronics, and Communication   GPA 3.2/4.0   August 2014 – June 2018