



# Vyshnavi Vennakota

A versatile, high-energy professional accustomed with analytical skills; targeting entry-level opportunities in **Business Analytics, Data Analytics and Data Science** with an organization of high repute in **Bengaluru, Hyderabad and Chennai**

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## PROFILE SUMMARY

- Exposure of **data analytics techniques, tools, and concepts** to provide insights to management on driving business results
- Knowledge of various **quantitative approaches, creative data analytics, algorithm development & modeling**
- Proven capabilities in **gathering and understanding requirements**, followed by translation into functional specifications as well as provisioning of suitable solutions
- Capable of modeling data for business process management, executing **quantitative analytics** that translates data into actionable insights and driving data driven decision-making process
- Effective in executing **project delivery frameworks** and new systems implementation for process/ product enhancement related activities within time & cost parameters
- Capable of gathering all types of requirements and documenting the same; effective at estimating **costs and resources**
- Successfully presented a research paper on **"The Application of Data Mining Techniques in CRM"** in 7<sup>th</sup> International Conference at ISME

## WORK EXPERIENCE

### Client Serving Contractor

EY, Bengaluru

Jan'20 – Apr'20

Highlights:

- Learned concepts of IT Risk and IT General Controls

### Associate

Wipro BPS Ltd., Hyderabad

Jan'18 – Jul'18

Highlights:

- Worked in roads division; used Local Geometry (LG) to create roads in mapping and Point of Interests in Japan and South Korea using Techmate tool

## INTERNSHIP

### Digital Marketing Intern

Knobly Media Consulting LLP, Bengaluru

Apr'19 – May'19

Scope:

- Designed product Jewellery and conducted marketing campaign to capture the buyer's Journey and got appreciation for the same

## PERSONAL DETAILS

|                 |                              |
|-----------------|------------------------------|
| Date of Birth   | 31 <sup>st</sup> August 1994 |
| Languages Known | English, Hindi and Telugu    |

## CORE COMPETENCIES

Data Analytics

Machine Learning

Project Execution

Deep Learning

Business Analytics

Process Automation

## IT SKILLS

Data Cleaning

Tableau

Python

Data Interpretation

Advanced Excel

Text Analytics

SQL

## CERTIFICATION

**Advanced Google Analytics** (Digital Marketing Analytics) in 2019

## EDUCATION

**PG Diploma (Management)** from International School of Management Excellence in 2020

**B.Tech. (Electronics and Instrumentation)** from VR Siddhartha Engineering College, affiliated to JNTUK in 2016

## ACADEMIC PROJECTS

Predicting Bitcoin Prices using Machine Learning Models

Extracted Reviews from Amazon website for product Titan Raga Ladies Watches