SAI LASYA YADALA

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Education

Master's in data science, University of Texas at Arlington   *January 2022-May 2023*
Bachelor in Electronics and Communication Engineering, R.M.D. Engineering College   *July 2016- September 2020*

Programing: Python, R, C, C++, Linux, Matlab.

Technical Skills: Exploratory data Analysis, Statistical Analysis, Probability Modeling, Linear and Logistic Regression analysis, communication protocols, SQL, SAS, PostgreSQL, Oracle, Microsoft SQL server, Power BI, Jupyter, Anaconda, Google colab, MS Excel VBA, PyATS, Selenium, git, ETL, Data Mining, Tableau, SSIS.

Professional Experience

Seminole Hard Rock Casino & Hotel, Florida, USA   **May 2024-Present**
Marketing Analyst
- Utilizes SQL to collect data from various databases to develop post forma reports in Excel and Tableau.
- Maintains predictive models using SAS and update existing reports on a daily, weekly or monthly basis.
- Responsible for primary creation of monthly financial reports and operational reviews, condensing large amounts of data into a meaningful story, share actionable recommendations to marketing strategy, partnering with marketing leaders to build more effective campaigns.
- Serve as a point of contact and support to marketing teams for analysis of direct marketing offers and programs.
- Conduct in-depth analysis to formulate insights into property marketing performance, customer behaviors, and direct marketing programs.
- Partner with marketing leaders to provide analytic input to decisions and evaluation of marketing effectiveness.
- Automated ETL processes, making it easier to wrangle data for the monthly financial reports and reducing data load time by 25%.

Proximate Technologies, Remote, USA   **February 2024-May 2024**
Data Reporting Analyst
- Assisted in extracting, collecting, organizing, building efficient and optimized data models within Power BI, ensuring the data integrity and accuracy and performed data cleansing and transformation.
- Created report to analyze present situation and identified trends, patterns, correlations, key insights that led to a 15% increase in their sales and forecast the future growth.
- Actively collaborated with cross functional team members to create, retrieve information, manipulate, update, modify the data efficiently from relational databases, ensuring data accuracy and streamlined reports.

Federal Soft Systems Inc, Remote, USA   **September 2023-February 2024**
Data Analyst
- Gathered required data based on the customer sales and revenue aggregated at various months.
- Created reports in Excel to analyze present situation and identified trends, patterns, correlations, key insights.
- Utilized Excel VBA macros, prebuilt formulas, Pivot Tables, Charts, Conditional Formatting, Created formulas.
- Performed data transformation, and data modeling to transform data into solutions that are optimized and insightful using Microsoft MySQL.
- Collaborated with team members to convert business needs into powerful data models and visualizations.

HCL Technologies Limited, Chennai, India.   **January 2020-December 2021**
Software Engineer, Client – Cisco
- Designed and implemented robust automated testing frameworks using Python, enhancing the efficiency and reliability of wireless network feature testing, directly supporting continuous integration and delivery efforts.
- Developed automation scripts for 200+ testcases using Python framework (PYATS) saving 70% of feature execution time.
- Facilitated cross-functional collaboration in the development of test scenarios, ensuring application robustness and aligning testing strategies with business objectives.
- Identified more than 50+ bugs and collaborated with developers and Product Owners (POs) to determine root causes, preventing future occurrences through adoption of test automation.
- Involved in test planning, directly communicating with the client for test plan documentation, selecting test cases for automation strategy, and executing test cases.
- Developed, maintained, and executed manual test cases to verify outputs before client delivery.