

# Vempalli Vinay Kumar Reddy | Business Analyst

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## PROFESSIONAL SUMMARY

- Detail-oriented Business Analyst having 3+ years of experience with strong expertise in Python and SQL, specializing in data-driven decision-making and business intelligence.
- Proficient in working with databases such as MySQL, MongoDB, and Oracle, and skilled in data analysis frameworks like NumPy, Pandas, and Matplotlib.
- Experienced in creating insightful data visualizations using Tableau, Power BI, and Excel, enabling effective communication of complex data to stakeholders.
- Adept at conducting comprehensive analyses, including GAP analysis, SWOT analysis, cost/benefit analysis, and impact assessments, to guide strategic business decisions.
- Skilled in developing and managing detailed Functional Requirement Documents (FRD), Business Requirement Documents (BRD), and Software Requirements Specifications (SRS) to align business needs with technical solutions.
- Hands-on experience with AWS for cloud-based data management and analysis, and proficiency in advanced tools like Docker, SAS, and Jupyter Notebook for efficient data processing.
- Strong project management skills, utilizing Agile (Scrum) and Waterfall methodologies, and experience in tools like Jira, Asana, and Confluence for effective project execution.
- Committed to continuous improvement and process optimization, leveraging Lean Six Sigma principles to drive business efficiency and enhance operational performance.

## TECHNICAL SKILLS

<b>Languages</b>	Python, SQL
<b>Databases</b>	MySQL, Mongo DB, Oracle
<b>Frameworks</b>	NumPy, Pandas, Matplotlib, Seaborn, Matplotlib, Plotly
<b>Visualization Tools</b>	Tableau, Power BI, Excel
<b>Cloud</b>	AWS
<b>Analytical Skills</b>	Data Cleaning, Data Mining, Problem-solving, Critical Thinking, Data Modelling, Data Architecture, Flow Diagrams, Data Profiling, Statistics, Cost/benefit analysis, Impact analysis, GAP analysis, Risk analysis, SWOT analysis, A/B Testing, FRD, BRD, Software Requirements Specification (SRS), Use Case Diagram.
<b>Core Skills:</b>	Exploratory Data Analysis, Data Cleansing, Data Visualization, Business Intelligence, Business Data Warehousing, Business Requirement Analysis, Agile Project Management
<b>Tools</b>	Git, GitHub, Docker, SAS, Google Collab, Jupyter Notebook VS Code, SAP, Jira, Asana. Kanban, Lean Six Sigma, Confluence
<b>Methodologies</b>	Agile (Scrum), Waterfall

## PROFESSIONAL EXPERIENCE

### Syneos Health Business Analyst

Jan 2024 – Current

- Utilized Python, SQL, and Excel to extract, transform, and analyze data, enhancing data-driven insights and reporting capabilities, and significantly improving decision-making processes in clinical development and commercialization efforts.
- Developed interactive dashboards and reports using Tableau, enabling stakeholders to visualize key metrics and trends, facilitating data-driven strategic decisions, and streamlining clinical trial operations.
- Conducted comprehensive impact analyses to assess the effects of organizational changes within diverse therapeutic areas, providing actionable recommendations that optimized outcomes and reduced operational costs.
- Developed and implemented interactive dashboards and data visualizations using Tableau, translating complex clinical and commercial datasets into actionable insights, driving informed decision-making and operational efficiency.
- Collaborated with cross-functional teams to develop and document business requirements (BRD), ensuring alignment with stakeholder objectives, which contributed to the successful execution of numerous projects.
- Designed and maintained process models to streamline workflows, enhancing operational efficiency in development and commercialization, leading to improved overall business performance.
- Conducted in-depth data trend analysis and forecasting using advanced analytics tools, enabling proactive identification of business opportunities and risks, which supported strategic planning and improved stakeholder confidence.
- Leveraged SAP for enterprise resource planning and SAS for advanced analytics, improving data management, reporting, and decision-making processes across various business functions related to clinical trials and medical affairs.
- Utilized advanced Excel functionalities, including pivot tables and data analysis tools, to create detailed reports that informed strategic decisions, driving business growth in the rapidly evolving market.

### Mphasis Business Analyst

Mar 2021 – Jul 2022

- Leveraged SQL, Python, and Excel to extract, transform, and analyze data, enhancing data-driven insights and reporting capabilities, which resulted in a 25% reduction in reporting time.
- Utilized Tableau to create interactive dashboards and reports, enabling stakeholders to visualize key metrics and trends, which contributed to a 30% increase in data-driven decision-making.

- Conducted comprehensive impact analyses to assess the effects of organizational changes, providing recommendations to mitigate risks and optimize outcomes, which contributed to a reduction in operational costs and increased productivity.
- Conducted cost-benefit analyses and ROI assessments for various projects, resulting in strategic resource allocation and improved profitability, leading to increased revenue and reduced costs.
- Collaborated with cross-functional teams to develop and document business requirements (BRD) ensuring thorough alignment with stakeholder objectives and project deliverables, which contributed to a high success rate in project delivery and reduced project timelines.
- Utilized quantitative methods, SAP, and data analytics techniques to perform root cause analyses and identify opportunities for process improvement, leading to a reduction in process cycle time and enhanced quality.
- Implemented data cleansing and manipulation techniques to ensure the accuracy and reliability of datasets, facilitating informed decision-making, which resulted in a high accuracy rate in data-driven insights and reduced decision-making time.
- Designed and maintained process models to streamline workflows and enhance operational efficiency, contributing to overall business performance with reduced operational costs and increased productivity.

#### **Sage Softtech**

**Jan 2020 – Feb 2021**

#### **Business Analyst**

- Utilized Python to automate data extraction, transformation, and analysis, streamlining business processes and reducing manual intervention in data management tasks.
- Developed and optimized complex SQL queries in Oracle to extract, transform, and load data for business intelligence reports, enhancing data retrieval efficiency and supporting strategic decision-making processes.
- Created end-to-end test scenarios and test scripts to validate system functionalities, ensuring adherence to business requirements for IT and business process outsourcing projects.
- Authored detailed Functional Requirement Documents (FRD) and Use Case Diagrams, capturing system requirements, business rules, constraints, and workflows and ensuring clear communication and alignment among stakeholders.
- Performed thorough SWOT analyses to identify strengths, weaknesses, opportunities, and threats for various business projects. Utilized findings to develop strategic plans and recommendations for business improvement.
- Proficiently used SAP for enterprise resource planning and SAS for advanced analytics, enhancing data management, reporting, and decision-making processes across various business functions.
- Created visually compelling dashboards and reports using Power BI, effectively communicating insights, performance metrics, and actionable recommendations to stakeholders.
- Employed Git for version control, ensuring consistency and traceability across project documentation and code repositories.
- Utilized advanced Excel functionalities, including pivot tables, VLOOKUP, conditional formatting, and data analysis tools, to create detailed reports and data visualizations that informed strategic decisions.

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## **PROJECTS**

#### **Predicting the Longevity of NBA players using Python**

- Utilized data imputation techniques to address missing values and data noise, enhancing accuracy during data cleaning.
- Developed a predictive model to forecast NBA player longevity using data mining techniques, securing 1st place out of 15 groups with an accuracy of 73.12%.
- Applied logistic regression, decision tree, and neural network algorithms to build and refine the predictive model.
- Validated model performance with cross-validation techniques to ensure reliable and robust predictions.

#### **Oracle Database Implementation for Insurance Company**

- Designed and implemented an Oracle database for an insurance company, following a structured approach.
- Created an Entity-Relationship (ER) diagram to map table relationships, identify primary and foreign keys, and guide database design.
- Developed the database schema based on the ER diagram and populated tables with initial data.
- Executed and validated queries to ensure the database functioned as intended and met the expected results.

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## **EDUCATION**

#### **Masters in Advanced Data Analytics**

University of North Texas

**May 2024**

#### **Bachelor of Technology, ECE**

SASTRA Deemed to be University

**May 2021**