## **Arthi Reddy | Business Data Analyst**

AL, USA|+1 (334) 478-0282| artireddy317@gmail.com| https://www.linkedin.com/in/reddy-arthi-bda/

### **SUMMARY**

Business Data Analyst with over 4 years of experience delivering transformative data solutions for finance and technology firms, achieving \$1.4M in cost savings and 47% efficiency gains. Expert in SQL, Python (Pandas, Scikit-learn, TensorFlow), Power BI, and Tableau, with advanced proficiency in AI/ML, cloud platforms (AWS, Azure, GCP), and data orchestration. Skilled in predictive analytics, econometrics, and data storytelling, driving strategic decisions through actionable insights. Adept at stakeholder collaboration, MLOps, and GDPR/SOX-compliant data governance, with Microsoft Power BI and AWS Data Analytics certifications.

#### **TECHNICAL SKILLS**

- Data Analysis & Visualization: SQL, Python (Pandas, NumPy, Scikit-learn, TensorFlow, Matplotlib), R (Statistical Analysis, Visualization), Power BI (DAX, Dashboards, Data Modeling), Tableau, QlikView, Qlik Sense, Looker, MicroStrategy, Excel (PivotTables, Power Query, Macros, Advanced Formulas), SAS, SPSS
- Databases & Cloud: MySQL, PostgreSQL, Oracle, Snowflake, Amazon Redshift, Microsoft SQL Server, MongoDB, AWS (Athena, S3, Redshift, Glue), Azure (Synapse, Data Factory, Data Lake), Google Cloud (BigQuery, Dataflow), Hadoop
- ETL & Data Integration: Informatica, Talend, SSIS, AWS Glue, Azure Data Factory, Apache Airflow, Panoply
- AI/ML & Analytics: Machine Learning, Predictive Analytics, Econometrics, Generative AI (GPT, Llama), Statistical Modeling, A/B Testing, Hypothesis Testing, Root Cause Analysis, Financial Analysis, Data Mining, MLOps, Data Science
- **Programming & Development:** Python, R, SQL, JavaScript, C++, React, REST API Integration
- Data Modeling & Architecture: ER Diagrams, Star Schema, Snowflake Schema, Dimensional Modeling, Data Warehouse Design, Data Lake Architecture
- Business & Soft Skills: Requirements Gathering (BRD, FRD), Stakeholder Communication, Advanced Data Storytelling, KPI Development,
  Process Improvement, Data Governance, Cybersecurity Awareness, Compliance (GDPR, SOX), Cross-functional Leadership, Agile Methodologies,
  SDLC
- Tools & Platforms: Jira, Confluence, Trello, Asana, Microsoft Teams, Slack, Git, SharePoint, Microsoft Office Suite, QuickBooks, Canva, Photoshop

### PROFESSIONAL EXPERIENCE

## Business Data Analyst Jan 2025 - Present

#### Allstate, AL, USA

- Designed and deployed Power BI dashboards integrated with Azure Synapse, streamlining claims, policy, and compliance analytics, reducing decision-making time by 30%, and implementing role-based access for secure, real-time insights across 5 departments.
- Automated ETL workflows using Azure Data Factory and Python, consolidating claims, underwriting, and fraud datasets, cutting manual processing by 47%, improving claims cycle times by 32%, and boosting customer satisfaction by 19% enterprise-wide.
   Developed Python-based forecasting models with 94% accuracy using Scikit-learn and TensorFlow, enabling proactive staffing adjustments,
- reducing peak season backlogs by 23%, and saving \$1.4M annually through optimized operational efficiencies.
   Built optimized star schema architecture for policy data warehouse in Snowflake, enhancing query performance by 41%, accelerating fraud
- investigations, and reducing financial losses from fraudulent claims by 17% over consecutive quarters.

   Conducted BRD/FRD workshops with underwriting, claims, and finance teams, aligning analytics requirements, reducing report revisions by 21%,
- and shortening delivery timelines by 25% while ensuring SOX compliance.
  Applied econometric models to forecast financial trends, improving budgeting accuracy by 18% and supporting strategic planning for long-term
- financial stability (Finance).
  Implemented cybersecurity protocols for data pipelines, ensuring GDPR and SOX compliance, reducing data breach risks by 25%, and achieving flawless audit scores across multiple regulatory cycles.
- Leveraged generative AI tools (GPT-based) to automate insight generation for claims reports, reducing manual analysis time by 35% and enhancing stakeholder decision-making.

## Business Data Analyst Mar 2020 - Apr 2023

## Hexaware Technologies, India

- Developed Tableau dashboards using AWS Redshift and Salesforce data, improving ROI tracking efficiency by 33% and enabling same-day campaign performance evaluations for global sales and marketing teams across 3 regions.
- Automated marketing performance reporting with AWS Glue and Python scripts, reducing preparation time from 4 days to 6 hours, optimizing real-time campaign adjustments, and increasing engagement by 12% through data-driven strategies.
- Utilized R for statistical analysis and hypothesis testing, enhancing predictive model accuracy by 15% for customer segmentation, driving targeted marketing strategies.
- Deployed machine learning models using MLOps pipelines on AWS, reducing deployment time by 30%, ensuring scalability, and supporting real-time analytics for marketing campaigns.
   Integrated REST APIs to connect Salesforce and Redshift, enabling seamless data flow for real-time analytics, improving data retrieval speed by
- 40% for marketing teams.
  Crafted advanced data storytelling presentations for C-suite executives, increasing adoption of analytics insights by 20% and aligning marketing
- strategies with business objectives.

   Established GDPR-compliant data governance frameworks for marketing pipelines, improving data accuracy by 19% and eliminating privacy risks

# across global operations.

## Intex Technologies, India

Jun 2017 1 CD 2020

- Built Tableau dashboards integrating ERP and vendor datasets, reducing late deliveries by 15% by enhancing supplier performance visibility for procurement teams managing complex supply chains.
- Automated inventory reconciliation using Excel macros and Power Query, cutting processing time by 60%, ensuring accurate stock forecasting, and supporting high-demand retail operations.
- Developed SQL pipelines with Apache Airflow to consolidate warehouse, shipment, and purchase order data, reducing report preparation time by 50% and enabling data-driven decisions during peak seasons.
- Collaborated with compliance teams to align supply chain analytics with FDA and EU MDR standards, preventing non-compliance penalties and ensuring uninterrupted medical product distribution.

### **EDUCATION**

Master of Science in Management Information Systems | Auburn University at Montgomery, AL Bachelor of Business Administration | Osmania University,

May 2023 - May 2025 | 3.30 Jun 2017 - Oct 2020 | 8.23

### **PROJECT**

## Assets and Liability Management – Syndicate Bank

- Conducted risk analysis and balance sheet assessment using ALM techniques.
- Collected financial data through stakeholder interviews and secondary sources for risk modeling.
- Developed strategy recommendations to enhance liquidity and reduce interest rate risk.

## **Survey Data Analysis for Student Engagement**

- Collected and cleaned survey data from over 200+ university students using Excel and Google Forms.
- $\bullet \quad \text{Used pivot tables and charts to identify patterns in academic satisfaction and support service utilization}.$
- Presented findings to faculty highlighting actionable areas for improving student engagement.

## Certifications

- Microsoft Certified: Power BI Data Analyst Associate
- AWS Certified Data Analytics Specialty