Siva Naga Venkata Vara Prasad Sonti

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Motivated and detail-oriented professional with expertise in data collection, ETL processes, and automated reporting, currently pursuing a Master's in Computer Science. Passionate about leveraging skills in Data Analytics, Data Science, and Business Analysis to drive innovation and enhance operational efficiency. Proficient in statistical analysis, predictive modeling, and data visualization, with a proven ability to optimize business processes and deliver actionable insights. Adept at incident management, defining key metrics, and implementing data-driven solutions to support customer success and improve overall business performance. Skilled in aligning technical capabilities with strategic objectives to achieve measurable outcomes.

RELEVANT COURSEWORK

Deep Learning | Data Mining & Machine Learning | Video Communication | Intro To Data Science |Software Engineering Graduate Seminar | Internet of Things | Intro To Neural Networks | Artificial Intelligence| Analysis of Algorithms | Computational Foundations AI.

EDUCATION

Masters Computer Science (Graduation)   Aug 2023 - Dec 2024
Florida Atlantic University, Boca Raton, FL   GPA 3.2/4.0
Bachelor of Technology (UnderGraduation)   **May 2023**
Veltech University, India   GPA 8.4/10.0

TECHNICAL SKILLS

| Business Analyst | Data Analyst | Data Engineer | Data Scientist | Data Analysis | Data Driven | Data Engineering | Business Analysis | Product Manager | Data Science | Data Warehousing | Business Analytics | Data Representation | Python Code | Core Java | DBMS | SQL Server | Microsoft PowerBI | Data Structures | Data Transformations | Continuing Education | Federal Regulations | Criminal Background Checks |

SOFT SKILLS

Strategic Initiatives | Strategic Planning | Team Performance | Technical Solutions | Responsible | Technical Leadership | Scripting | Problem Solving | Accountability | Relationships | English | Professional | Mentoring | Written | Director | Research | Assists | Nipr |

TOOLS AND TECHNOLOGIES

Programming Languages: Python(Numpy, Pandas, Matplotlib, Seaborn)

Databases: SQL, Microsoft Office(Microsoft Excel, Word, Powerpoint), My SQL Server

Visualization Tools: Microsoft Power Bi, Tableau, MS-Excel(VBA, Vlookup, Xlookup, Macros)

Framework: Flask

Experience

Data Analyst – U Future Tech.   (Feb 2019- Nov 2022)
• Researched and analyzed regulatory requirements to assess impact on existing operational and data practices.
• Maintained structured documentation to support compliance tracking, audits, and policy adherence.
• Identified gaps in processes and recommended changes to align with updated standards and guidelines.
• Supported accurate recordkeeping and lifecycle tracking comparable to licensing, renewal, and termination workflows.
• Ensured data integrity and accuracy while managing sensitive operational and compliance-related information.
• Identified data inconsistencies and anomalies, investigated root causes, and recommended corrective actions.
• Developed cost estimation and tracking models to improve visibility into vendor and production expenses.
• Supported inventory validation and reconciliation processes by improving data accuracy and audit trails.
• Generated monthly variance explanations for operational and fixed costs, enabling better management decisions.
• Participated in end-of-month financial close activities, ensuring completeness and accuracy in cost entries and reconciliations.

PROJECTS

Loan Approval Prediction Using Machine Learning and Python :   Sep 2023 – Nov 2023
• Analyzed policy-driven decision criteria similar to insurance underwriting and regulatory evaluation.
• Interpreted structured rules and eligibility conditions comparable to lines of authority requirements.
• Ensured data quality, consistency, and integrity across sensitive datasets used for compliance-driven decisions.
• Documented workflows, assumptions, and decision logic to support auditability and transparency.
• Evaluated rule-based outcomes and identified potential risks or inconsistencies in decision processes.

- Delivered clear explanations and reports, supporting smooth adoption and reduced support load.
- Used data visualization (Excel, Tableau) to translate complex cost-risk analysis into management-ready insights.
- Simulated API-based workflows for automation, relevant to streamlining financial reporting and inventory control processes.
- Recommended financial process optimizations based on historical data—aligning with cost reduction goals.
- Delivered presentations and reports to non-technical stakeholders, improving understanding of financial data and model implications.

Customer Retention and Customer Attrition Analysis Using Excel   Dec 2023 – Jan 2024

- Excel-Based Attrition Analysis: Used Excel to analyze customer attrition trends, identify key factors, and propose strategies to improve retention.
- Impact of Customer Complaints: Found that customers with over 5 complaints had a 35% attrition rate, significantly higher than the 18% average, and suggested targeted initiatives to reduce attrition by 20%.
- Effect of Subscription Plans: Identified that basic plan users were 25% more likely to leave compared to premium plan users, recommending upselling to premium plans to lower attrition by 15%.
- Engagement and Customer Retention: Discovered that customers with fewer than 3 monthly interactions had a 28% attrition rate, proposing increased engagement to reduce attrition by 10%..

Data-Driven Sales Optimization with Power BI   Feb 2024 – Mar 2024

- High-Impact Product Focus: Analyzed product contributions and identified the top 10 products driving 60% of total revenue with a 15% month-over-month sales growth. Recommended targeted marketing for these products to achieve a 10% increase in overall revenue.
- Regional Sales Optimization: Highlighted a 20% performance gap in the West region compared to other regions, alongside a declining sales trend. Proposed reallocating resources and designing region-specific sales strategies to boost sales by 12%.
- Premium Customer Profitability Insights: Found that premium customers, comprising only 30% of the customer base, contributed 55% of total profits. Suggested focusing on similar high-value customer segments to enhance profit margins by 8%.
- Collaborative Data Analysis: Enhanced team collaboration with actionable dashboards, reducing project turnaround time by 20% and boosting process efficiency by 15% through analysis of 24 supply chain variables..

Customer Behavior Analysis and Insights Optimization Using Python: Apr 2024 – Jun 2024

- Data Processing Efficiency: Cleaned and prepared the dataset by addressing missing values and outliers, improving data quality and consistency, and achieving a 35% increase in data processing efficiency.
- Behavioral Insights Generation: Generated visual insights and performed clustering analysis, improving customer behavior understanding by 20% and enabling accurate segmentation.
- Actionable Customer Analytics: Conducted funnel and attrition analysis, identifying a 19.8% churn rate, and improved retention strategies, boosting engagement by 12% through device and gender interaction analysis.
- Enhanced Customer Segmentation: Enhanced customer segmentation by categorizing into "Low," "Medium," and "High" value groups for targeted strategies, and optimized funnel analysis, resulting in a 20% increase in potential purchase rates.