

# Charan Kattamanchi

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## EDUCATION

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<b>University of Utah</b> MS in Business Analytics	Salt Lake City, US May 2023
<b>Sri Venkateswara University</b> Master of Business Administration (Marketing & HR) Bachelor of Science (Microbiology)	Tirupathi, India Apr 2011 Apr 2009

## SKILLS

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<b>Programming:</b>	Python, R
<b>Databases :</b>	OracleSQL, SQL Server, Snowflake
<b>Machine Learning:</b>	Linear, Logistic Regression, Random Forests, Clustering, Time series Analysis, LLMs
<b>Big Data Technologies:</b>	Spark, Spark Streaming, Hadoop, Hive, HDFS, MapReduce
<b>Tools:</b>	PowerBI, Tableau, Advanced Microsoft Excel, BigQuery, Git
<b>Cloud Services:</b>	AWS, Microsoft Azure, Snowflake

## EXPERIENCE

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<b>Savvients Inc - Client : Northern Trust</b> <b>Snowflake Data Engineer</b>	Chicago, Illinois Mar 2024 - Present
<ul style="list-style-type: none"><li>Architected a Snowflake-based SEC reporting pipeline that cut processing from 4–5 days to 5 minutes, saving 62 engineering days annually</li><li>Built Spark pipelines to ingest, clean, &amp; transform bank data from Hadoop DFS for churn-prediction analytics.</li><li>Containerized the ML workflow in Docker for scalable, reproducible ETL and saved outputs back to HDFS reducing pipeline runtimes by 45%.</li><li>Designed, &amp; developed Power BI dashboards to visualize datasets from Snowflake, enabling stakeholders to gain actionable insights through interactive reports and facilitating data-driven decision-making.</li></ul>	
<b>University of Utah</b> <b>Data Analyst and Research Assistant</b>	Salt Lake City, Utah May 2023 - Mar 2024
<ul style="list-style-type: none"><li>Undertook research, devised surveys, &amp; suggested strategies to enhance student success in the MS program</li></ul>	
<b>Graduate Research Assistant - REACH U2 program</b>	Apr 2022 - Aug 2022
<ul style="list-style-type: none"><li>Designed surveys, &amp; recommended solutions to enhance program's CX, resulting in a 28% satisfaction growth</li></ul>	
<b>Teaching Assistant - Statistics for Business Frameworks</b>	Jan 2022 - Apr 2022
<ul style="list-style-type: none"><li>Assisted students in understanding statistical concepts, while utilizing Excel for data analysis and visualization.</li></ul>	
<b>Abhyudaya HR Business Solutions Pvt Ltd</b> <b>Data Analyst</b>	Hyderabad, India Oct 2019 - Jul 2021
<ul style="list-style-type: none"><li>Leveraged advanced SQL skills to analyze and manipulate data from large datasets, optimizing fintech services for the users.</li><li>Conducted data reporting and analysis to uncover user trends, enabling targeted strategies that reduced churn by 20% and improved user engagement metrics by 12.3% through A/B testing.</li><li>Spearheaded data transformation projects, ensuring seamless implementation of predictive modeling, resulting in a 20% churn reduction.</li><li>Collaborated across teams to develop a banking tool, leveraging consumer behavior analysis to enhance user experience and services.</li><li>Applied strong attention to detail and an analytical mindset, auditing data to ensure accuracy and supporting strategic decision-making.</li></ul>	

## Business Analyst

Sep 2017 - Oct 2019

- Developed and maintained ETL processes using SSIS, transforming raw data into actionable insights, ensuring seamless data workflows and high data integrity.
- Utilized relational database concepts to perform audits, maintenance, and security tasks, bolstering compliance and robustness through regular backups, data migrations, and user management.
- Created and maintained interactive dashboards using Tableau, translating complex data into actionable insights for business stakeholders.
- Conducted requirements analysis and worked cross-functionally with technical and non-technical teams to identify and resolve process inefficiencies, ensuring project alignment with business goals.
- Delivered key insights via ad hoc analysis and standard reporting, driving a 22% surge in sales through advanced trend identification and market segmentation.

## Madhavi Krupa Coaching and Overseas Education

Hyderabad, India

### Quantitative Aptitude Trainer- Mathematics - Freelancer

Apr 2013 - Jul 2021

- Trained 2K plus students on quantitative aptitude assessments for Graduate Record Examination (GRE)

## Cube G Info Services Pvt Ltd

Hyderabad, India

### HR Consultant

Jun 2011 - Jul 2013

- Handled recruitment, managed payroll processing, and oversaw client management.

## PROJECTS

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### Game Day Analytics Challenge - First Prize Winner

- Analyzed 2M+ tweets, 70+ Super Bowl ads & extracted insights for reach, performance, influence, & ROI

### Predicting Customer Success - Swire Coca-Cola

- Used classifier to predict B2B customer success, vital for Swire's profitability, achieving 82.7% accuracy

### Population Health Management - Case competition

- Explored geographic growth opportunities, recommended 10 top-ranked CBSA (Core Based Statistical Areas) markets & identified 3 best target markets with supporting quantitative justifications for the client to target

## LEADERSHIP

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### TEK Club Finance Director, University of Utah

- Organized and spearheaded all TEK club events & managed all financial transactions, & budgeting for the club

### National Cadet Corps Sergeant, Senior Under Officer

- Selected for the Republic Day Camp (2008) and performed drill in front of the then Prime Minister of India

**Volunteered** & participated in Open Data Science Conference ([ODSC East West 2022,2023](#)), Data Science Salon ([2021,2022](#)), and Silicon Slopes Summit ([2021,2022,2023](#)).