VARUN ANNAPAREDDY

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PROFILE

Highly analytical and results-oriented Business Analyst with over 3 years of experience in leveraging data to drive business strategy and efficiency. Proven ability to bridge the gap between technical and business stakeholders, facilitating effective communication and collaborative solutions development. Skilled in applying advanced analytics, project management principles, and stakeholder engagement to drive business.

EDUCATION

Purdue University, Daniels School of Business	M.S. in Business Analytics and Information Management	**August 2024**
Manipal Institute of Technology	Bachelor of Technology in Mechatronics	**May 2019**

PROFESSIONAL EXPERIENCE

Kearney   **West Lafayette, Indiana**
Business Analyst Consultant (Purdue Student Labs, Part-Time)   **January 2024 – April 2024**

- Designed and executed the client's tier 1 IT supplier risk management system evaluating 36 companies across 5 key risk indicators, upgrading from a rule-based weighting to an analytical approach using machine learning models for enhanced decision-making

Smurfit Kappa   **West Lafayette, Indiana**
Analytics Consultant, HR, Part-Time   **January 2024 – May 2024**

- Created a BI dashboard for recruitment, featuring live requisition analytics, including sentiment analysis of exit interviews, and turnover insights to enhance retention strategies, resulting in a projected 20% improvement in employee retention rates

Lighthouse Global   **Hyderabad, Telangana**
Analyst, Research and Modelling Analysis   **February 2022 – July 2023**

- Performed technology assisted review (TAR) to help law firms meet legal discovery, compliance, and information management objectives, efficiently and accurately
- Collected and analysed linguistic data to develop test and validation sets to build term sets on 15+ projects
- Exercised machine learning algorithms to capture relevant documents with a precision of over 90% from larger data sets
- Trained for senior scale responsibilities within 6 months, handling project planning and execution in addition to providing operational supervision to junior analysts
- Upskilled and mentored 8 trainees and junior analysts to expand tool capabilities including onboarding and professional development

Omega Value Add Solutions   **Hyderabad, Telangana**
Business Development Executive   **December 2019 – December 2021**

- Streamlined sales process by implementing a domain specific sales cycle. Additionally, worked on project proposals, carried out client meetings, and created a sales pipeline of $500k from 30+ real estate companies
- Lead a team for business diversification into an emerging market sector with a product-based strategy execution and an Operational Expenditure financial model resulting in 2x increase in sales
- Facilitated in product development of a successful plug-n-go IoT product with diagnostic capabilities
- Engaged in designing dashboards for multiple projects as per project requirements to digitalize utility reports and KPIs

ACADEMIC PROJECTS

- Enhanced Airbnb listing performance by analyzing the dynamics of achieving Superhost status. Utilizing advanced machine learning models and a rich panel dataset, we provide insights to improve guest experiences and boost overall platform success
- Led the development of a SQL-based real-time fraud detection system, significantly improving our client's capability to preemptively identify and combat financial fraud, thereby enhancing system integrity and customer trust
- Established a web scraping and analytics project for Gap Inc., utilizing Google Analytics, Trends and social media to guide marketing and product decisions, enhancing customer experience and blending online with physical retail in a challenging market

TECHNICAL SKILLS, CORE COMPETENCIES AND CERTIFICATIONS

- **Technical Skills:** Python, NumPy, Pandas, Matplotlib, Scikit-learn, BeautifulSoup, Selenium, SQL, Tableau, MS Office, SAS Enterprise Miner, Amazon Web Services, Microsoft Azure, MS Project Management, PowerBI, Excel, Customer Needs
- **Core Competencies:** Data Analytics, Data Visualization, Data Modeling, Data Reporting, BI Tools, Problem Solving, Communication Skills, Critical Thinking, Strategic Planning, Cross-functional Collaboration, Agile Project Management, Statistics, KPI Reporting
- **Certifications:** AWS Cloud Practitioner, Microsoft Azure Fundamentals, Tableau Desktop Specialist, Operations Research with SAS Optimization, IBM Data Science, Python Fundamentals

COMPETITIONS, ACTIVITIES AND HONORS

- **Winner:** Business Case Competition - Led the development of a strategic solution for HomesteadCS and Habitat for Humanity, addressing affordable housing shortages and enabling the creation of 13.5K units by 2030, resulting in a 1st place victory
- **Runner up:** Kaggle Competition – Secured a 2nd place finish among 45 teams to accurately predict firm bankruptcy
- Presented poster of project at **2024 INFORMS Analytics Conference**
- Authored a research project "Vibro-tactile based safety system for two-wheelers" during Bachelor's program. It was recognised with a nomination for best paper award at RIACT 2020, Vellore Institute of Technology