Vedururu Srinivasa Rao

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EDUCATION

ST. Martins Engineering College, Hyderabad — **B.Tech in Artificial Intelligence & Data Science** (2023–2027)

Narayana Junior College, Hyderabad — **Intermediate in MPC** (2021–2023)

Newton Techno High School, Hyderabad — **SSC,Board of Secondary Education** (Completed in 2021)

SKILLS

Technical: Python (Advanced), SQL (Advanced), Machine Learning (Supervised & Unsupervised), Statistical Data Analysis, Data Visualization.

Soft Skills: Effective Cross-Functional Communication, Creative Problem Solving, Time Management, Adaptability.

Tools: Power BI, Pandas, NumPy, Scikit-learn, Streamlit, PostgreSQL, Matplotlib, Git , MS Excel.

Experience

Data Science & Analytics Intern (June 2025 – July 2025)

- Contributed to data-driven projects using statistical analysis and machine learning to address business problems.
- Analyzed campaign performance (CTR and ROI) using SQL and Power BI, delivering actionable insights.
- Conducted sentiment analysis on customer feedback using Python to identify key improvement areas.

PROJECTS

Movie Recommendation System

- Developed a content-based recommendation engine for 10,000+ movies, leveraging 20+ metadata attributes to achieve 80%+ similarity accuracy using cosine similarity and Scikit-learn.
- Demonstrated adaptability by iterating on user feedback to enhance recommendation accuracy.
- Tech: Python, Pandas, Scikit-learn, Streamlit. [Live Demo]

SQL - Sales Analysis

- Analyzed 50,000+ sales records using optimized PostgreSQL queries, reducing query execution time by 25%.
- Conducted segmentation and cohort analysis, identifying 15% higher retention potential for targeted customer groups.
- Tech: PostgreSQL, DBeaver, PGadmin.

Power-BI Dashboard

- Built an interactive Power BI dashboard for 100,000+ SuperStore sales records, visualizing 10+ KPIs across 5 regions.
- Used DAX and time-series forecasting to deliver a 15-day sales forecast, enabling 20% faster decision-making in simulated scenarios.
- Tech: Power BI, DAX, MS Excel.

CERTIFICATIONS

- Accenture Data Analytics & Visualization Simulation | Analyzed 7 datasets, derived content insights, and delivered findings via presentation | Accenture'2025
- Data Science - Mastering the Fundamentals Course | Mastered statistics, data analysis, and visualization techniques | Scaler'2025
- Python and SQL for Data Science Course | Developed proficiency in Python programming and SQL query optimization | Scaler'2025
- Machine Learning Course | Gained expertise in regression, clustering, and model evaluation | SimpliLearn'2025