Ajay Macharla

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Available for full-time opportunities starting May 2024

EDUCATION

University of Cincinnati, Carl H. Lindner College of Business   Cincinnati, Ohio
Master of Science, Business Analytics   August 2024

Indian Institute of Technology (IIT) Roorkee, Dept of Mechanical Engineering   Roorkee, India
Bachelor of Technology, Production and Industrial Engineering   May 2019

WORK EXPERIENCE

Business Analyst   April 2022 – July 2023
ICICI BANK PVT LTD   Hyderabad, India

- Directed the entire SDLC process, such as requirements study and specification, analysis, designing, coding, integration, testing, implementing, and supporting existing software functionalities by working with cross-functional teams.
- **Application Owner - Employee Services Bot:** Spearheaded this project which aims to provide various HR services to 125,000+ employees in chat bot. Handled 100+ API integrations involving requirement specification, development, testing, and delivery from multiple backend applications and configured them as features in the chatbot.
- **Application Owner - Staff Loan Application:** Optimized employee loan application process by automation and application revamp, which led to a 24% rise in the loans reimbursed within 3 months. Performed EDA using SQL and Python on large data sets involving multiple metrics to trace RCA for HRM application down and peak utilization cases.

Data Analyst   June 2019 – March 2022
CUBASTION CONSULTING PVT LTD   Gurugram, India

- Design, maintain, and analyze databases to meet the CRM strategy of the clients and manage data analysis efforts.
- Developed, and maintained Power BI reports, dashboards, and visualizations to meet business requirements and provide actionable insights.
- Extracted data from primary and secondary sources using automated tools, ensuring data accuracy and reliability. Prepared reports for business decisions highlighting trends, patterns, and predictions using relevant data.
- Used SQL for data extraction, transformation, and loading (ETL) processes, leveraging Query Editor for data cleaning and shaping.
- We implemented a reliable DB alert mechanism within the MS-SQL Server, enabling proactive monitoring of critical events, performance metrics, and system conditions for timely action.

ACADEMIC PROJECTS

Target Store - Automated Checkout Optimization Analysis   Oct-Dec 2023

• Addressed the Challenge of prolonged wait times at Target self-checkout counters with a supported cost-benefit analysis to evaluate the financial implications of the solution.

• A comprehensive analysis was conducted to simulate and evaluate the existing self-checkout system leveraging a combination of ARENA simulation software and Python programming. Proposed a refined self-checkout model capable of efficiently resolving the identified problem.

Spotify Top Tracks Analytics   Sep-Nov 2023

• Extracted user's top tracks across years from Spotify API and implemented KMeans, Agglomerative, GMM, and Spectral Clustering algorithms on principal components (PCA) in Python.

• Fine-tuned models using Elbow Graph, Silhouette Scores, AIC, and BIC Curves to determine the number of clusters and visualized the clusters formed with Seaborn, Plotly, and Matplotlib.

Cooking-assist application, Microsoft Code-Fun-Do Hackathon, Microsoft Code-Fun-Do   Jan-Mar 2019

• Designed a cooking-assistant application with speech recognition ability to suggest dishes & recipes based on available ingredients in the kitchen - powered by Edamam recipe API. Used PHP and JavaScript for programming.

SKILLS

- **Programming Languages**: SQL, Python, R, JavaScript, C++
- **Tools and Frameworks**: MS Office, Advanced Excel, Tableau, Power BI, Postman, AppDynamics, Arena
- **Statistics**: Regression and classification Models, Neural Nets, NLP, Hypothesis Testing.