

ROHITHA SAGADAM

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SUMMARY

Data & Analytics Professional with 4+ years of experience building ETL pipelines, BI dashboards, and translating data into business insights. Expertise in SQL, Python, Power BI, Tableau, and cloud platforms (GCP, Azure, AWS). Proven ability to collaborate cross-functionally, gather requirements, and drive data-driven decisions.

SKILLS

Data & Analytics: SQL (Advanced), Python, Power BI, Tableau, Excel, Oracle RMS/RPM, Snowflake, PostgreSQL, MySQL, SQL Server

Cloud & Big Data: GCP BigQuery, Azure Data Factory, AWS (S3, Redshift, Glue, Athena), Databricks, Spark, Airflow, dbt, Fivetran

AI/ML: BERT, RLHF, CNN, Hugging Face Transformers, Scikit-learn, Pandas, NumPy, TensorFlow, GenAI Agents, NLP

Tools & Platforms: Salesforce, HubSpot, JIRA, Azure DevOps, GitHub, Docker, REST APIs, XML, Microsoft 365, Jupyter

Business & Product: ETL/ELT Pipelines, Data Modeling, Requirements Gathering, Agile/Scrum, UAT, Gap Analysis, Stakeholder Management

EXPERIENCE

Graduate Research Assistant | Purdue University Northwest | Hammond, IN | Aug 2023 – May 2025

- Architected SQL-based ETL pipelines consolidating academic and wellness data, improving data accuracy by 20%
- Built Power BI and Tableau dashboards with role-based access control, reducing manual reporting effort by 30%
- Developed predictive models (ARIMA, Prophet) for resource forecasting, enabling proactive enrollment planning
- Led stakeholder meetings translating technical analytics into actionable insights for leadership decision-making

Business Analyst / Data Analyst | Wipro Limited (AI Tayer Group) | Hyderabad, India | Nov 2021 – Jul 2023

- Managed Oracle Retail (RMS/RPM) data operations ensuring 99% pipeline uptime across enterprise systems
- Optimized SQL queries and automated reporting workflows, reducing manual effort by 40% and improving performance by 35%
- Served as liaison between business and technical teams, gathering requirements and translating into functional specifications
- Built Power BI dashboards for inventory, pricing, and customer analytics; improved pricing accuracy by 28%

Data Analyst | Byju's | Hyderabad, India | Jul 2021 – Oct 2021

- Managed 500+ student records weekly in Salesforce, improving engagement tracking and personalization
- Conducted cohort and churn analysis, presenting insights that contributed to 12% retention improvement
- Developed CRM workflows and dashboards to monitor coaching effectiveness and customer outcomes

Embedded Systems Intern | Eduvance | Hyderabad, India | Dec 2020 – Jun 2021

- Prototyped IoT-based wellness monitoring systems, integrating sensor data with user-facing applications
- Collaborated with hardware/software teams to define MVP specifications and prepare for pilot deployment

PROJECTS

AI Research Assistant (RoRA): Multi-agent system using Qwen and SmolAgents achieving 99% precision in fact-checking and summarization

AI Empathy Response System: RLHF-tuned GenAI chatbot with fine-tuned BERT models for emotion recognition and contextual empathy

Retail Demand Forecasting: Time-series forecasting tool using Prophet and LSTM, improving demand prediction accuracy by 21%

Paddy Crop Disease Detection: CNN deep learning model for agricultural image classification, improving accuracy by 22%

Rainfall Trend Analysis: ML pipeline for precipitation trend analysis using Python, improving predictive accuracy by 18%

CRM Data Integration: Implemented field mapping and schema standardization across HubSpot, Salesforce, and Exactix platforms

EDUCATION

M.S. Computer & Information Technology | Purdue University Northwest | GPA: 3.9/4.0 | May 2025

B.E. Electronics & Communication Engineering | JNTU Hyderabad, India | CGPA: 8.5/10 | 2021

CERTIFICATIONS

Google Data Analytics | Microsoft Power BI Data Analyst | Oracle Cloud AI Foundations | Cisco Python & IoT