

# Srinath Racherla

(Lead Data Scientist & Bi Developer)

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## Professional Summary:

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- ❖ **Experienced Data Scientist & BI Expert with 8+ years in analytics, data visualization, and business intelligence.** Specialized in **Tableau, Snowflake, Python, and Machine Learning**, delivering **insightful dashboards, predictive analytics, and process automation**. Adept at **transforming complex datasets into actionable insights for strategic decision-making**. Strong collaborator with **technical expertise, stakeholder management, and problem-solving skills**. Proven ability to **work independently or within cross-functional teams, optimizing data workflows, predictive modeling, and visualization strategies**. Proactive in **identifying process improvements, enhancing reporting efficiency, and driving data-driven solutions**.
- ❖ **Data Importing:** Skilled in working with **multiple data sources** such as **Snowflake, Oracle, SQL Server, Teradata, SAP HANA, Amazon Redshift, SAP SuccessFactors**, and more.
- ❖ **Analytics and Reporting:** Experienced in designing and developing **analytical reports and predictive models** from multiple data sources using **Joins, Data Blending, and Machine Learning techniques** for trend forecasting.
- ❖ **Visualization Techniques:** Skilled in creating diverse visualizations such as **Bar, Line, Pie, Text-Table, Word Cloud, Histogram, Scatter Plot, Donut Chart, Flying Brick Chart, Ranking Chart, Stacked Bar, and Geographic Maps**.
- ❖ **Tableau Features:** Expertise in **Actions, Quick Filters, Context Filters, Parameters, Cascading Filters, Sets, Bins, Groups, Hierarchies, Trend Lines, Forecasting, and Reference Lines**, integrating **AI-driven insights into dashboards**.
- ❖ **Calculation and Analysis:** Proficient in **Calculations, Table Calculations, Order of Operations, and LODs (Fixed, Include, and Exclude)**, including **predictive modeling for anomaly detection and business insights**.
- ❖ **Dashboard Development:** Developed **Tableau workbooks** for **Year-over-Year (YoY), Quarter-over-Quarter (QoQ), YTD, QTD, and MTD analysis**, incorporating **machine learning insights and real-time analytics**.
- ❖ **Data Filtering:** Extensive hands-on experience working on **filters at the worksheet level, data source level, and across multiple data source levels**, ensuring **optimized data segmentation and user-specific insights**.

- ❖ **Data Security:** Implemented **Row-Level Security (RLS)**, created **Users, Groups, Projects, Workbooks, and Permissions for Tableau Server logins**, ensuring **secure data governance and access control**.
- ❖ **Agile Methodology:** Implemented **Agile lifecycle methodology and SCRUM**, collaborating across functional teams in **planning, development, testing, and deployment of data science and BI solutions**.
- ❖ **Testing and Integration:** Expertise in performing **System Integration Testing (SIT), Unit Testing**, and **publishing reports to Tableau Server**, ensuring **data accuracy and performance optimization**.
- ❖ **Scheduling and Maintenance:** Created and managed **schedules for workbooks and data sources**, performing **server maintenance and optimizing data refresh cycles**.
- ❖ **DBT, Alteryx & Tableau Prep:** Hands-on experience with **data transformation tools** like **Tableau Prep, Alteryx, and DataBuildTool(DBT)** for data cleansing, pivoting, and ELT processes.

**Technical Expertise:**

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Database Skills	Snowflake, ORACLE 11g, SQL SERVER 2008 R2, Teradata, SAPHANA, Azure SQL, Amazon Redshift, SAP SuccessFactors.
BI Tools	Tableau (Desktop, Server, Online), Power BI, Qlik Sense, Looker, Cognos, Spotfire.
Languages	SQL, Python
ETL tools	DBT, Alteryx, Tableau Prep

**Professional Experience:**

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- **Quest Global, Hyderabad (Client: Apple) – Lead Data Scientist** (March 2024 – Present)
- **Deloitte, Hyderabad – Lead Tableau Developer & Data Scientist** (April 2020 – December 2023)
- **Freelancer, Hyderabad – BI Consultant** (November 2017 – March 2020)
- **Colruyt Group, Hyderabad – Tableau Developer** (August 2015 – October 2017)

**Projects**

**Project 1:**

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**Apple – Lead Data Scientist**

**March 2024 – Till date**

**Responsibilities:**

- Led **Tableau and Data Science projects** in the retail real estate space, leveraging **Snowflake, Oracle, Python, and Text2SQL** for data-driven decision-making.
- Developed **vendor cost analysis models** using data science techniques to identify pricing discrepancies and optimize procurement.
- Built **Tableau dashboards for work order management, service provider scorecards, benchmarking suite transition, supplier diversity, portfolio health summaries, executive cost summaries, and forecast submission governance**.
- Implemented **basic AI/ML techniques**, including **exploring LLMs** for data insights and automation in reporting processes.

- Designed **focus audit and critical assets monitoring** frameworks, integrating Tableau visualizations with predictive analytics.
- Engineered and maintained **Data Build Tool (DBT) pipelines** for ELT processes, ensuring seamless data transformation and reporting.
- Collaborated with **stakeholders, data engineers, and business teams** to improve data strategies and enhance real estate portfolio performance.

## Project 2:

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**Deloitte – Lead Tableau Developer**

**April 2020 - December 2023**

### Responsibilities:

- Implemented **Demographics, Inclusion, and Performance Management Reporting Dashboards** for all businesses at Deloitte, utilizing **predictive analytics** to identify workforce trends.
- Integrated **employee ratings, at-risk performance indicators, and sentiment analysis**, leveraging **machine learning techniques** for workforce retention and risk assessment.
- Applied **statistical modeling and trend forecasting** to provide actionable insights on **performance management and diversity analytics**.
- Led **data migration projects**, ensuring seamless transitions between **BI platforms and databases**, collaborating with cross-functional teams to enhance **data efficiency and reporting accuracy**.
- Conducted comprehensive **exploratory data analysis (EDA)**, identifying key **correlations and anomalies** that influenced critical business decisions.

## Project 3:

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**Deloitte – Lead Power BI and Tableau Developer**

**April 2020 - December 2023**

### Responsibilities:

- Spearheaded the implementation of **Power BI and Tableau**, integrating **AI-driven analytics** to enhance **data visualization and business intelligence capabilities**.
- Developed and maintained **Power BI dashboards and Tableau reports**, incorporating **predictive analytics and KPI forecasting**, achieving a **20% increase in user engagement**.
- Applied **data science methodologies** to optimize **customer segmentation models**, improving **personalized insights for Deloitte's clients**.
- Collaborated closely with clients to **understand business challenges**, implementing **automated machine learning models (AutoML)** for **trend detection and reporting efficiency**.
- Led **migration projects**, transferring dashboards from **TeraData to Snowflake** and optimizing data models, reducing **data processing time by 30%** through **query optimization and ELT strategies**.

## Project 4:

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**Freelance BI Consultant**

**November 2017 - March 2020**

### Responsibilities:

- Executed **BI migration projects**, seamlessly transitioning dashboards from **TeraData to Snowflake**, optimizing **data processing speed and query performance**.
- Conducted **Power BI to Tableau migration**, ensuring **data integrity, visualization consistency, and enhanced reporting accuracy**.
- Developed **customized BI solutions** for **diverse industries**, implementing **predictive analytics techniques** for better forecasting and insights.
- Applied **data wrangling and transformation techniques** using **SQL and Python**, improving **data preprocessing efficiency** for business reporting.
- Created **advanced data models** to support **trend analysis and KPI-driven decision-making** in various client engagements.

## Project 5:

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**Colruyt Group - Tableau Developer**

**August 2015 - October 2017**

### Responsibilities:

- Developed **interactive reports and dashboards** for **Marketing, Sales, and CXO teams** at Colruyt Group, leveraging **Tableau and SQL-based data modeling**.
- Collaborated with backend teams, actively participating in **data extraction, transformation, and loading (ETL) processes** to ensure **high-quality data pipelines**.
- Utilized **Tableau, Tableau Server, SQL Server, and Microsoft Excel** to design **real-time dashboards with dynamic filtering and trend analysis**.
- Applied **predictive modeling techniques** to forecast **sales trends and customer behavior**, improving **business planning strategies**.
- Followed **best practices in dashboard development**, ensuring **standardized visualization formats, performance optimization, and improved user experience**.
- Played a key role in **System Integration Testing (SIT) and Unit Testing**, validating data accuracy and dashboard performance as per client requirements.
- Managed **Tableau Server administration**, overseeing **user roles, license management, scheduling, and access control**.

### Education:

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- Masters in Business Administration from Osmania University