

# Rahul Reddy Chappidi Venkata

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## EDUCATION

### University of Illinois, Urbana-Champaign

Aug. 2023 – May 2025 (Expected)

*Masters of Science in Information Management*

GPA: 4.0/4.0

- **Relevant Coursework:** Database Administration and Scaling, Information Modeling, Data Warehousing & Business Intelligence, Text Mining, Data Visualizations

### Jawaharlal Nehru Technological University Hyderabad

Aug. 2019 – May 2023

*Bachelors of Technology in Computer Science*

GPA: 3.77/4.0

## TECHNICAL SKILLS

**Languages:** Python, Java, SQL

**Frameworks:** Apache Kafka, Airflow, Spark, PostgreSQL, MongoDB

**Cloud Tools:** GCP, Amazon Web Services (AWS), Amazon Redshift, Microsoft Azure

**Data Visualization Tools:** Power BI, Power Query, DAX, Tableau, Excel

**Data Science Skills:** ETL pipelines, A/B Testing, Hypothesis Testing, Data Modeling, Forecasting, Clustering

**Other Skills:** Confluence, Jira, Git, Jenkins, Docker, Web Scraping, AI Agents

## EXPERIENCE

### Data Scientist | Azure, Databricks, PowerBI, PySpark, Mongo DB

Jun 2024 – May 2025

*Cline Center for Advanced Social Research*

*Champaign, IL*

- Engineered a scalable, automated, **ETL pipeline** in Azure to ingest unstructured data and convert it into curated datasets stored in **MongoDB** for machine learning applications.
- Improved an existing machine learning classifier, increasing **accuracy to 94% and reducing false positives by 56%**, saving **\$30k dollars** annually for the project.
- Analyzed large datasets with over **1M** records, created **Power BI** dashboards to track KPIs and interactive reports for end users.

### Data Analyst Research Assistant | AWS, SQL, Python, Tableau

March 2024 - May 2024

*Gies College of Business, UIUC*

*Champaign, IL*

- Designed and implemented an ETL pipeline in AWS using Glue, **saving 15 hours/week in data processing time** by ingesting data from various sources into Redshift.
- Developed interactive **Power BI** dashboards to track semester wise trends, KPIs, and feedback metrics, enabling academic teams to act on insights.
- Segmented **10,000+** students via **K-means clustering** on course enrollment, proficiency scores, high-school transcript data, degree outcomes, and feedback—identifying the personas for successful graduation and informing curriculum improvements.

### Data Scientist | Python, SQL, Apache Airflow, Tableau

Jul 2022 – Dec 2022

*Vedantu*

*Bangalore, India*

- Collaborated in cross functional teams and identified KPIs for user retention & product success via **regression analysis and hypothesis testing**, surfacing the 5 strongest predictors to inform product roadmap.
- Developed weekly **A/B testing** on targeted UI/UX and recommender engine changes—achieved 13% increase in watch time, 5% increase in course completion.
- Automated weekly Tableau dashboards using Airflow-scheduled SQL & Python ETL jobs, reporting retention, completion and NPS metrics for **5M+** user variants to PMs and data scientists.

## PROJECTS

### Synchrony Credit Hackathon 2025 Runner-ups | Python, User Segmentation, Time Series Forecasting

- Discovered and created high-impact features from 1.8 million credit-card transactions across 24,000 customers, uncovering behavioral patterns that drove the adoption of one feature by Synchrony's credit team.
- Built a ARIMA time-series forecasting model with rich feature engineering for Q4 2025 credit-expenditure forecast
- Designed a hybrid rule-based + Random Forest recommendation system for credit limit adjustment.