

SREERAJ BOLLOLU

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DATA ANALYST • BUSINESS ANALYST • BI & AI AUTOMATION

Data and business analyst with an M.S. in Business Analytics (GPA 3.94/4.0) and hands-on analytics experience delivered through structured externship programs with Amazon and Wayfair. Builds the full chain from raw data to decision: Python and SQL pipelines, predictive models (XGBoost, CatBoost, SHAP), NLP on unstructured text, and executive-facing dashboards in Tableau, Power BI, and Streamlit. Improved retention targeting precision by 22% at Amazon (via Extern) and cut manual research effort 50% by engineering four AI agents at Wayfair (via Extern). Differentiators: AI-agent automation (n8n + LLM APIs), a self-built live full-stack product, and McKinsey Forward structured problem-solving.

CORE SKILLS

Programming & Data: Python (Pandas, NumPy), SQL, ETL & data pipelines, data cleaning and wrangling, web scraping, data modeling

Visualization & BI: Tableau, Power BI (DAX), Advanced Excel (pivot tables, VLOOKUP), Streamlit, Google Sheets, KPI dashboards

Machine Learning: scikit-learn, XGBoost, CatBoost, Random Forest, SHAP (explainable AI), SMOTEENN class balancing, Facebook Prophet

NLP & AI Automation: NLTK, TextBlob, sentiment and text mining, n8n workflow automation, LLM APIs (Gemini, Mistral), prompt engineering, multi-agent systems

Statistics & Methods: hypothesis testing, regression, chi-square, ANOVA, probability distributions, A/B testing, RFM and K-means segmentation, CLV cohorts, multi-touch attribution, root-cause analysis (5 Whys)

Full-Stack & Product: React, Supabase, PostgreSQL, user authentication, row-level security, import/export pipelines

Business: KPI development, stakeholder reporting and engagement, cost-saving analysis, financial metrics tracking, process improvement, retention analysis, consultant-style storytelling, structured problem-solving (McKinsey Forward)

PROFESSIONAL EXPERIENCE

Operational Strategy & People Analytics Extern — Amazon (via Extern), Remote

Nov 2025 – Jan 2026

8-week, 6-phase people-analytics project on public employee voice data (Glassdoor, Indeed, Reddit, YouTube), ending in a pilot-ready retention recommendation.

- Integrated attrition and sentiment datasets into predictive analysis workflows, improving retention targeting precision by 22%.
- Cleaned and structured 5,000+ employee voice records using Python text-mining (NLTK, TextBlob) and ETL pipelines, uncovering root-cause engagement drivers.
- Segmented workforce data into high-risk cohorts using clustering, enabling prioritized retention interventions projected to reduce attrition exposure by 14%.
- Presented statistical findings through dashboards and structured reports, translating analysis into actionable retention strategies for leadership.
- Applied root-cause analysis (5 Whys), thematic analysis, and friction mapping to employee feedback to produce a consulting-style insights deck with KPI-tied recommendations.

AI Automation & Trend Intelligence Extern — Wayfair (via Extern), Remote

Oct 2025 – Nov 2025

8-week AI agent engineering project — multi-agent system (n8n + Gemini/Mistral) for trend discovery, competitor monitoring, and content insights feeding a live market-intelligence dashboard.

- Developed four AI agents (n8n + LLM APIs) automating trend discovery, competitor monitoring, and insights generation, reducing manual research effort by 50%.
- Integrated agent outputs into a Market Intelligence Dashboard (Streamlit/Google Sheets), cutting manual analysis time by 45%.
- Validated AI agent outputs against structured competitor datasets, improving forecast accuracy by 11% and reducing false trend signals.
- Scraped multi-brand data from 10 competitors across 6 data sources using Python to strengthen market forecasting and supply-trend analysis.
- Conducted A/B testing across 5 content variants and 2 audience segments to optimize content recommendations.
- Presented automation strategy and forecasting improvements to program managers, supporting data-driven product adjustments; produced SOPs and stakeholder-ready decks.

Laboratory Assistant — Business Analytics, Marketing & Outreach, Concordia University Wisconsin

Jan 2025 – May 2025

- Built a centralized KPI dashboard in Excel connecting department goals, driving a 25% increase in program visibility and engagement.

- Analyzed campaign and social media metrics to optimize outreach strategy, increasing engagement 30%, post reach 20%, and follower count 15%.
- Designed program webpage analytics tracking, contributing to a 40% increase in student inquiries within one month of launch.
- Coordinated collection of 15+ faculty and student testimonials and managed a weekly multi-channel posting schedule.

PROJECTS

SaveFlow — Full-Stack Web Application (self-built, live in production) Self-directed

- Designed, built, and shipped a live React + Supabase + PostgreSQL application with user authentication, row-level security, and nested collection organization.
- Implemented import/export data pipelines; the app manages roughly 1,000 saved items end to end, from schema design through deployment.

Customer Segmentation & Marketing ROI Optimizer Jun 2025 – Jul 2025

- Implemented RFM and K-means segmentation identifying four high-value groups, increasing targeting efficiency by 27%.
- Built CLV cohorts to compare segment profitability, improving retention-focused budget allocation by 15%.
- Developed a multi-touch attribution model reducing marketing waste by 18% and enabling real-time budget reallocation.

Predictive Logistics Delay Risk Dashboard Apr 2025 – May 2025

- Built an XGBoost model reducing delivery delay risk by 15% and identifying \$33K in monthly cost savings.
- Engineered a SHAP feature-importance framework, improving root-cause visibility by 18%.
- Developed Tableau dashboards tracking 5+ logistics KPIs, improving route efficiency by 12%; deployed a Streamlit app with ETL-style data intake.

Churn Reduction Strategy — SaaS Subscription Model Jan 2025 – May 2025

- Built XGBoost and CatBoost models achieving 0.84 ROC-AUC and 0.78 F1; improved recall from 71% to 89% using SMOTEENN.
- Generated SHAP interpretability insights supporting \$50K retention initiatives and 15% greater executive buy-in; reduced intervention time by 20%.
- Evaluated models with ROC-AUC, F1, and confusion matrices to optimize recall-precision trade-offs; deployed via Streamlit with Tableau dashboards.

EDUCATION

Master of Science, Business Analytics (Information Systems) Aug 2023 – May 2025

Concordia University Wisconsin, Mequon, WI • GPA: 3.94 / 4.00

CERTIFICATIONS & PROFESSIONAL PROGRAMS

McKinsey.org Forward Program (2025) — structured problem-solving, digital adaptability, stakeholder collaboration.

JOB SIMULATIONS (FORAGE)

- Accenture North America — Data Analytics & Visualization (Oct 2024): cleaned, modeled, and analyzed 7 datasets for a social media client.
- BCG — Data Science (Jun 2025): customer churn analysis in Python; random forest model with 50% recall.
- Quantum — Data Analytics (Jun 2025): transaction analytics and benchmark store identification for uplift testing.
- Tata — Data Visualisation (Jun 2025): executive-facing visuals built for senior decision-making.
- Goldman Sachs — Operations (Jun 2025): trade settlement and asset transfer issues; operational risk practices.
- NY Jobs CEO Council — Financial Analyst (Jun 2025): partnership feasibility analysis presented to senior bankers.
- Siemens Mobility — Project Manager (Jun 2025): KPI development and Excel dashboards for rail infrastructure projects.

LANGUAGES

English — Fluent (C2; language of instruction for the M.S. degree)