

# ARISTOTLE MALICHETTY

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## AREAS OF EXPERTISE

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- **Data Analysis:** Microsoft Excel, Python, R Programming
- **Data Visualization & Reporting:** Power BI, Tableau, Advanced Dashboard Design
- **Database Management:** SQL (Query Optimization, Star Schema Design), ETL Processes
- **Advanced Analytics:** A/B Testing & Metrics Analysis, Statistical Analysis, Predictive Modeling, Google Analytics, Business Forecasting, User Behavior Analysis, Machine Learning Algorithms
- **Business Skills:** Business Impact Measurement, Process Optimization, Data-Driven Storytelling

## EXPERIENCE

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### Freelance Business Intelligence Consultant

October 2022 - May 2023

Digital Domination

Jacksonville, Florida

- **Analyzed and visualized** data from 100+ email marketing campaigns, identifying key patterns that increased engagement rates by 25% and client ROI by 28%
- Automated 15+ manual marketing workflows using **APIs and webhooks**, reducing campaign setup time by 40% while maintaining 99% data accuracy
- Led project management for a 5-member team using **Agile methodology**, achieving 95% on-time delivery rate and implementing data-driven A/B testing strategies that improved email open rates by 32%
- **Skills Acquired:** Project Management, Data Analysis, Data Visualization & Reporting, A/B Testing, API, Webhooks, and Automation.

## EDUCATION

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Master of Science in Business Analytics, University of New Haven

Expected 2025

Bachelor of Science (Maths, Physics, Computer Science), Chaitanya Deemed to be University

2022

## PROJECTS

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### Customer Segmentation and Product Recommendation Engine, R

May 2024

- Developed a customer segmentation model and product recommendation engine in R for an e-commerce platform to improve retention and personalized product suggestions.

### Pharma Sales Data Visualization and Forecasting, Power BI

Nov 2023

- Analyzed Pharma sales data from Kaggle with Power BI, applying design and development skills for trend forecasting and insights.
- Implemented ETL processes to maintain data integrity, emphasizing disciplined information management.

### WhatYouOweMe.com, JS, HTML, CSS

Aug 2024

- Developed an interactive web app with engaging data visualizations, including pie charts, and sound effects to enhance the user experience in calculating owed amounts.

### FreeClusters.com, WordPress

Oct 2020 - Present

- Developed a comprehensive website using WordPress, leveraging the Astra Theme and Elementor Page Builder, providing free software and lifetime deals for students and entrepreneurs.