

# KARRA AKHIL REDDY

## Data Analytics Specialist | Business Insights

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Data Analytics & AI professional with 6+ years of experience transforming business operations through data-driven insights, predictive modeling, and automation. Expertise in Generative AI, machine learning, and business intelligence. Proven track record in optimizing marketing, pharma, and enterprise analytics, driving \$10M+ in impact.

### CORE COMPETENCIES

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- **Data & AI:** Predictive modeling, Generative AI, NLP, sentiment analysis
- **Business Analytics:** KPI monitoring, dashboarding (Tableau, Power BI & RShiny), insights generation
- **Data Engineering:** ETL processes, data pipelines, workflow automation
- **Leadership & Strategy:** Team mentoring, stakeholder collaboration, project execution
- **Industry Impact:** Marketing analytics, pharma insights, competitive intelligence

### TECHNICAL SKILLS

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- **Programming:** Python, R, SQL
- **Data & BI Tools:** Tableau, Power BI, RShiny, Excel
- **Automation & AI:** Generative AI, NLP, process automation
- **Other Tools:** MS Office, JIRA

### EXPERIENCE – 6 Years

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#### Avira Digital | Analytics Lead (2023 – Present)

- Led a **15+ member AI analytics team**, delivering predictive insights for Fortune 100 clients.
- Built **GenAI-powered sentiment analysis** for **pharma, cosmetics, and sports** industries, optimizing brand engagement.
- Developed **enterprise AI solutions** (GenAI chat, document automation) to streamline workflows.
- Saved **\$10M+ annually** by digitizing pharma research portfolios with AI-driven analytics.

#### Key Projects:

##### 1. Social Media Listening for Pharma, Cosmetics and Sports Industries:

- Developed an AI-powered **social media listening and sentiment analysis solution** using agentic frameworks, and LLMs, driving data-driven marketing strategies across industries.
- Integrated multi-platform data sources (Twitter, LinkedIn, PubMed, clinical trials) for cross-channel sentiment classification, **behavioural segmentation**, and **competitive benchmarking**.
- **Identified key influencers and thought leaders** to optimize targeted outreach, **brand positioning**, and consumer engagement strategies, **improving marketing impact**.
- Implemented LLM-driven insights for campaign measurement, media mix modelling, enhancing regional targeting, ROI, and demand generation efforts.
- Collaborated with marketing teams and analytics CoEs, translating insights into actionable strategies that improved campaign performance, audience targeting, and customer experience.

##### 2. Avira Digital GenAI Enterprise Suite:

- **AI-Powered Enterprise Solutions:** Developed a **centralized chat interface** with **persona-specific insights**, auditability, and **real-time sensitive data flagging**, enhancing security and communication. Enabled **natural language interaction** with enterprise tools like Outlook and ticketing systems, **bypassing traditional UI to improve productivity**.
- **Intelligent Data Processing & Automation:** Engineered an **unstructured data processing system** to extract key document elements, **automate workflows**, and **ensure high-quality insights** for critical use cases. Integrated an **agentic framework** to process queries, extract relevant data, and connect with enterprise systems via APIs for **instant, context-aware responses**.

### 3. Evidence360

- **Optimized Pharma Portfolio Strategies:** Digitized **ISR** (Investigator-Sponsored Research) and **HEOR** (Health Economics and Outcomes Research) management, integrating clinical, **financial**, and **market data** for a holistic portfolio view.
- **Advanced Analytics & Automation: Applied DIPP analytics (Descriptive, Inquisitive, Prescriptive, Predictive)** to optimize study performance, automated real-time dashboards, and delivered **\$10M+ in annual cost savings**, driving a cultural shift toward data-driven decision-making.

### 4. Subject Matter Expert, Reporting & Analytics – Payments Industry

- **Dashboard Revamp & Insight Optimization:** Migrated over 14 legacy dashboards to Tableau, redesigning them to enhance visual clarity, usability, and decision-making relevance. Collaborated with stakeholders to align visual insights with current KPIs and business goals.
- **Governance & Best Practices:** Established Tableau development and administrative best practices including workbook structuring, extract scheduling, performance optimization, and user access controls.
- **Team Enablement:** Trained a team of developers from scratch on Tableau Desktop and Server/Online. Conducted workshops covering design principles, calculated fields, LOD expressions, and publishing workflows. Created internal documentation and reusable templates for sustainable maintenance.
- **Strategic Alignment:** Worked closely with business users, product teams, and IT to ensure analytics outputs met changing operational needs and supported strategic objectives.

### Mu Sigma | Apprentice Leader (2019 – 2023)

- Managed **20+ professionals**, driving data-led insights that increased revenue by **15% YoY**.
- Designed predictive models and KPI dashboards, **cutting costs by \$5M+**.
- Established data reporting frameworks using Tableau and SQL, optimizing resource allocation and reducing costs over **\$5M** annually.
- Collaborated with leadership and stakeholders to align project goals with business priorities, achieving a **15% YoY** revenue increase.

#### Key Projects:

- **Clinical Trials Risk Profiling:** Developed a comprehensive scoring tool for assessing clinical trials based on key factors like milestone deadlines, trial significance, and budget allocation. This initiative prioritized high-impact studies, saving approximately \$6M per quarter by reallocating resources from lower-priority studies.
- **Patient Enrolment Prediction:** Designed a regression model with 84% accuracy to predict delays in patient enrolment, which helped in portfolio optimization.
- **Clinical Trial Dashboard:** Created a real-time Tableau dashboard to track patient enrolment and milestone dates across studies. This tool enabled stakeholders to make data-driven decisions on potential risks, reducing the need for manual reviews.
- **Site Recommendation for Patient Recruitment:** Analysed real-world data sources to assist in selecting clinical trial sites and improving patient recruitment, reducing site failure rates.
- **TL/KOL Identification and Sentiment Analysis:** Identified key healthcare influencers for client targeting and created a dashboard to monitor sentiment over time. Automated insights helped the team better allocate resources and address physician needs.

#### Key Achievements:

- **Business Growth:** Drove \$230K in additional revenue, increasing company growth by **15% YoY**.
- **Industry Recognition:** Awarded **5 times** for innovation in **Analytics**.

## **EDUCATION**

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- **M.Tech, Data Science & Engineering**, BITS Pilani (WILP), 2022 | GPA: 7.76
- **B.Tech, Engineering**, Kakatiya University, 2019 | GPA: 7.6

## **CERTIFICATIONS**

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- **Google Advanced Data Analytics** (Predictive Modeling, AI-driven Insights)
- **Google Project Management** (Agile, Stakeholder Engagement)

## **CONFERENCES AND RECOGNITION**

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- **AITribe**: Speaker on GenAI & RPA solutions
- **CIO Summit 2024**: Recognized for GenAI impact in healthcare