

## ANIRUDH REDDY

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### PROFESSIONAL SUMMARY

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2+ years of experience as a Software developer with deep cross-industry expertise in Analytics, database management systems, web analytics, and software development life cycle and a critical thinker who works independently as well as in team oriented environments with a proven record of solving technology problems with a strategic.

### EDUCATION

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**Bachelor of Engineering** in Electronics and Communication

May 2019

Anna University, Chennai, India

**GPA:7.83/10.0**

### TECHNICAL SKILLS

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<b>Programming Languages</b>	C, C++, C#.Net, JAVA, VBA
<b>J2EE Technologies</b>	Core Java, J2EE, Servlets, JSP, JSTL, JDBC, MVC, JavaBeans, Hibernate, Log4j, Web Services, html, JavaScript, CSS
<b>Web/Application Servers</b>	WebSphere, Tomcat Server
<b>Databases</b>	MySQL, MS SQL Server 2008 R2/2005, PL/SQL, Oracle 11g, DB2
<b>Database Skills</b>	Data Modeling, SQL Performance Tuning and Data Analysis using Tableau
<b>Other Tools</b>	IBM Rhapsody, Visual Studio, MATLAB, Oracle Data Modeler, Jupyter Notebook
<b>IDEs</b>	Eclipse, NetBeans, Visual Studio 2005/2008
<b>J2EE Technologies</b>	Core Java, J2EE, Servlets, JSP, JSTL, JDBC, MVC, JavaBeans, Hibernate, Log4j, Web Services, html, JavaScript, CSS
<b>Operating Systems:</b>	Linux, Windows 9x/NT/2K/XP, MAC IOS

### PROFESSIONAL EXPERIENCE

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**KREATIV WEB Solutions:**

**Hyderabad, India**

**Software Developer**

**June 2019-Present**

- Designing and developing web pages to facilitate e-merchandise retailing to customers (using **Dream weaver, HTML, JavaScript** and **CSS**) and providing business patterns through marketing analytics and data interpretation

- Enhanced the features a product by building a data management system that improved its performance while maintaining data integrity
- Deployed improved EAM, CRM and ERP systems, where the existing data descriptions were modified by normalizing the data in workflow processing (using **Oracle10g** and **JAVA**)
- Working on the proprietary software for generating monthly management reports and telephone invoices for ACCC Telecommunications (using **SQL**, **Microsoft Access** and **MS Excel**)
- Developed an internet security module, which helps in monitoring network traffic more efficiently and checks for network vulnerabilities (using **JAVA** with windows authentication)
- Developed a port scanner that provides security to the network by scanning all the applications in the network
- Implemented a business plan having an annual turnover of \$11,000 with a projected break even of three years
- Conducted a marketing survey within the student fraternity and applied data mining techniques such as association, prediction analysis and sequential patterns to extract relevant information for business analysis
- Assisted in developing an e-commerce application for retailing of digital products.
- Implemented using **ASP.NET**, **MVC 3** and **SQL Server 2008 R2**
- Develop customized ad hoc reports to answer a variety of business and clinical questions, business requirements such as determining the financial impact of various initiatives, identifying key medical cost drivers, and reporting on cost and quality performance metrics, Incentive Reports for various Wellness Programs USING TABLEAU
- Supported customer service department and increased customers' positive feedback rate from 88% to 94%
- Designs, codes, and maintains complex database programs using DB2, SQL for the extraction and analysis of claims data, premiums and deductibles to support finance, underwriting and G&I marketing department
- Assist in database designing, writing views, stored procedures and query optimization using SQL
- Was a part of self-organizing scrum team trained on Agile fundamentals and JIRA software
- Developed and maintained ETL (Data Extraction, Transformation and Loading) using SSRS, SSIS, SPSS mappings to extract the data from multiple source systems that comprise databases like Oracle 10g, SQL Server 7.2, flat files to the Staging area, EDW and then to the Data Marts
- Designed and formulated a knowledge management framework that would enable Emdeon to efficiently identify, govern, and manage its vast knowledge assets

#### **EXTRA CURRICULAR ACTIVITIES:**

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- I have organized fests at my college fest attended by 1000 under-graduate students.
- I took part in various events at my college annual day attended by 1500 people.
- Was placed 'Third' in POPSA Event at "ATMOS 2012" held in BITS PILANI, Rajasthan.
- Served as an active crew member of an NGO called ROTARACT CLUB OF CHENNAI EAST for the term 2016-2017.