

PRANEETH VARMA DANTHULURI

Data Analyst & Engineer | MSc Artificial Intelligence | Dublin, Ireland

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PROFESSIONAL SUMMARY

Data Analyst and Analytics Engineer with an MSc in Artificial Intelligence and 4+ years of professional experience, including 2+ years building ELT/ETL pipelines, dimensional data models, and Power BI dashboards across the modern data stack (dbt, Airflow, Microsoft Fabric, Snowflake). Proven track record of automating reporting workflows (~40% effort reduction), orchestrating reliable daily data pipelines, and delivering analytics-ready datasets that drive senior stakeholder decision-making. Available immediately on Stamp 1G.

TECHNICAL SKILLS

Analytics & Languages: SQL (Advanced), Python (Pandas, NumPy), EDA, Statistical Analysis, Data Cleaning & Validation, Feature Engineering

BI & Visualisation: Power BI (Advanced), DAX (Advanced), Power Query (M), Tableau, Looker Studio (Advanced), Streamlit, Matplotlib, KPI Reporting, Data Storytelling

Data Engineering: ELT/ETL Pipeline Orchestration, Microsoft Fabric (Lakehouse, Data Factory, Semantic Models), dbt (Advanced), Apache Airflow (Advanced), Dimensional Modelling, Data Warehousing, Data Lineage

Databases & Cloud: MySQL, SQL Server, Snowflake, PySpark, AWS, Azure, Docker, Git, CI/CD

ML & AI: Machine Learning, Scikit-learn, TensorFlow, CNN, LSTM, Transfer Learning, Predictive Modelling, LLM/GenAI (MSc AI)

Governance & Delivery: Data Governance, Integrity Controls, Audit Readiness, Agile/Scrum, Jira, Confluence

PROFESSIONAL EXPERIENCE

Data and Operations Analyst | JKSR Trading Limited *May 2023 – Mar 2026*

Dublin, Ireland

- SQL & Python Analytics:** Analysed operational and transactional datasets (tens of thousands of records) using SQL and Python to identify trends and anomalies, translating findings into recommendations for senior stakeholders.
- Forecasting & Trend Prediction:** Built forecasting and trend prediction scripts in Python to support demand planning and inventory decisions, applying predictive modelling techniques from MSc coursework.
- Automated Reporting Pipeline:** Replaced manual weekly reporting across 3 retail locations with an automated Power BI and Microsoft Fabric solution – cutting reporting effort by ~40% and enabling real-time KPI visibility.
- Analytics-Ready Data Modelling:** Engineered dbt Core pipelines (staging to mart layers) for retail sales and inventory data, implementing automated null and uniqueness tests to reduce downstream data quality issues.
- Reliable Daily Data Refreshes:** Orchestrated scheduled ETL workflows using Apache Airflow – DAGs with task dependencies, retries, and failure alerting – ensuring accurate daily dashboard refreshes with zero manual intervention.
- Centralised Data Warehouse:** Migrated cleaned retail and operational data into Snowflake, writing SQL queries and views that became the single source of truth for downstream Power BI reporting.
- Root Cause & Governance:** Investigated data issues across systems to identify root causes and prevent recurrence, while maintaining data integrity standards and documentation to support audit readiness.
- Stakeholder Collaboration:** Partnered with operations and business teams to gather requirements, translate them into analytical tasks, and communicate findings clearly to varied audiences.

Project Service Coordinator | Mokshar Creative Studios *Jan 2022 – Dec 2022*

Hyderabad, India

- Data Tracking & Reporting:** Used SQL and Excel to translate business requirements into structured reporting frameworks, ensuring data outputs were relevant and accessible to varied audiences.
- Project Data Management:** Maintained project data tracking systems in SQL and Excel to support traceability, transparency, and informed decision-making.
- Stakeholder Reporting:** Prepared concise reports and visualisations using Excel to communicate trends and progress to senior stakeholders.

Assistant Software Engineer | Tavant Technologies *Mar 2021 – Dec 2021*

Bengaluru, India

- Designed RESTful APIs enabling efficient data access and integration across platforms, supporting downstream analytics and reporting use cases.
- Implemented CI/CD pipelines and automated testing using Git, improving data workflow reliability and delivery speed.
- Contributed to iterative, data-driven product improvements in Agile/Scrum environments.

KEY PROJECTS

Network Intrusion Detection System | *MSc Thesis – NCI Dublin, 2025*

- Built a hybrid CNN-LSTM model detecting DDoS, Botnet, and Brute Force attacks in real time – achieving 98.2% F1-score on the CIC-IDS2017 dataset (2.8M+ records).
- End-to-end Python pipeline: data ingestion, SMOTE for class imbalance, feature engineering, model training and evaluation.
- Deployed a Streamlit real-time monitoring dashboard containerised with Docker. Stack: Python, TensorFlow, Scikit-learn, Docker, Streamlit

Car Damage Classification System

- Benchmarked VGG16, ResNet50, and EfficientNet transfer learning architectures for automated vehicle damage detection on ~970 images with augmentation.
- Built end-to-end classification pipeline from image ingestion through classification output. Stack: Python, TensorFlow, CNNs, Transfer Learning, Git

Credit Card Fraud Detection System

- Benchmarked Logistic Regression, Random Forest, and Decision Tree classifiers on real-world credit card transactions; applied SMOTE for class imbalance and Grid Search + Cross-Validation for hyperparameter tuning.
- Evaluated models using Precision, Recall, and F1-Score – addressing severe class imbalance where accuracy alone is misleading.
- Deployed a Flask web interface for real-time fraud prediction. Stack: Python, Scikit-learn, Flask, Pandas, Jupyter

EDUCATION

MSc Artificial Intelligence 2023 – 2025

National College of Ireland, Dublin

BTech Computer Science Engineering 2017 – 2021

Vellore Institute of Technology, India