

Srinivasulu Cheripally

Chicago, IL, US

✉ srinivasulu_ch@yahoo.com

cheripallys.com

LinkedIn Profile

Enterprise Data & AI Solutions Architect · Analytics to Intelligence

BI Architect | Data Engineer | Data Analyst | AI & ML Engineer | RAG & Vector Search | AI Agent Building | Prompt Engineering | AWS EC2, RDS & Azure Cloud | IIS & Nginx | Web & App Development | MS SQL, MSBI, Power BI | Kyubit

20+ Years Experience

\$7.2M+ Business Impact

22 ML Models

Microsoft Certified

Scrum Master

20+

Years Experience

\$7.2M+

Business Impact

22

ML Models Built

300M/day

Transaction Scale

⚡ DATA GEEK ⚡

Data Analyst

Data Engineer

Data Scientist

AI Engineer

ML Engineer

Agent Engineer

PROFESSIONAL EXPERIENCE

BI Lead & SSAS Architect

Apr 2018 – Present

Peerless Network Inc.

BI Lead and SSAS Architect / Cubes Developer

- Architected SSAS cubes, partitions, perspectives & security models
- Integrated cubes with Kyubit — scaled decomposition analysis
- Automated cube & ETL processing with XMLA, SSIS, SQL jobs
- Delivered trend analysis on revenue & cost for management decisions
- Enforced row, column & cube-level security controls

Business Intelligence Analyst

Aug 2017 – Mar 2018

Google

BI Analyst — Cloud Metrics Reporting

- Built V9 Bookings & Paid Apps Seats reporting using Tableau
- Implemented LOD calculations & multi-source data blending
- Developed SQL workflows & scheduled reporting pipelines
- Delivered recurring weekly executive metrics dashboards

Sr. BI Analyst → Tech Lead → Tech Manager

Aug 2007 – Jul 2017

Verizon Communications

IVR, RTCI & Omni Analytics Programs

- Delivered IVR dashboard & customer journey map — ~\$4M savings
- ASR trend analytics — unlocked ~\$2M revenue recovery
- Supported platforms: 150M–300M transactions/day
- Implemented ETL, OLAP, SSRS scorecards & executive KPI reporting
- Achieved 30% ops cost reduction — CIO Award recipient (4x)

SKILLS & EXPERTISE

AI & Modern Tech

RAG Pipelines

LLM / Ollama

AWS Bedrock

Vector Search

Agent Engineering

Prompt Engineering

Python & Machine Learning

Python

XGBoost

Scikit-learn

Pandas / NumPy

22 ML Models

Data Warehouse & BI (Expert)

SSAS / OLAP

SSIS / ETL

SSRS

MDX & XMLA

Power BI

Tableau

Kyubit

Database & SQL (Expert)

T-SQL / SQL Server

Stored Procedures

Star/Snowflake Schema

Performance Tuning

Data Modeling

Application Development

ASP.NET / C#

React / Next.js

REST APIs

Mobile Dev

UI/UX Design

Cloud & Infrastructure

AWS EC2 & RDS

Azure Cloud

IIS Web Server

Nginx

SSL/TLS

Leadership & Agile

Team Leadership

Scrum / Agile

SDLC Management

Stakeholder Comm.

CERTIFICATIONS

Designing BI Solutions with MS SQL Server (70-467)

Microsoft Certification

Querying Microsoft SQL Server 2012/2014 (70-461)

▶ Migrated TLS 1.0 → 1.2 across 30 enterprise servers

Microsoft Certification

Project Lead

Feb 2005 – Jul 2007

Global E-Softsys Pvt. Ltd.

Full Stack BI — Self-Storage Manager Platform

- ▶ Built service components to synchronize facility & corporate data
- ▶ Developed reporting layer & reusable web application components
- ▶ Implemented SQL stored procedures, views & business logic

Full Stack Developer & Solution Architect

10+ Years

Multiple Enterprises

Web, Mobile & API Development

- ▶ Built responsive web apps: React, Next.js, ASP.NET, C#
- ▶ Designed RESTful APIs & microservices architecture
- ▶ Deployed on AWS EC2, IIS & Nginx with SSL/TLS
- ▶ Developed mobile applications with cross-platform frameworks

KEY PROJECTS & IMPACT

IVR Dashboard & Customer Journey Map

Verizon Enterprise Analytics · 2016–2017

Executive dashboards for voice portal operations — contributed to ~\$4M savings through dashboard-led optimization. Enabled multi-dimensional customer journey diagnostics for leadership.

ASR Trend Analytics & Revenue Recovery

Verizon Performance Intelligence · 2014–2016

Analyzed accepted service rate trends & drove corrective insights — unlocked ~\$2M in increased revenue recovery with repeatable root-cause analytics framework.

SSAS + Kyubit Semantic Analytics Platform

Peerless Network Analytics · 2018–Present

Enterprise cube-driven analytics with automated partitions, secured access controls & decomposition insights for revenue and cost management.

Enterprise ML Portfolio — 22 Production Models





AI & ML Engineering · 2025–2026

22 ML models spanning churn prediction, CLV, demand forecasting & fraud detection with RAG + LLM pipeline generating human-readable action plans across 10+ industries.

Certified Scrum Master (CSM)

Scrum Alliance

AWARDS & RECOGNITION

-  **CIO Awards (4x)** — Verizon: OMNI integration, self-service increase, handoff optimization & call volume reduction
-  **Ovation Awards (3x)** — Verizon: IVR metrics modernization, IVR dashboard & customer journey map
-  **Pat-On-The-Back Award (3x)** — Verizon/Frontier: delivery & support excellence
-  **Employee of the Month** — Recognized for SSAS cube architecture & Kyubit BI integration leadership

EDUCATION

Bachelor of Engineering / Technology

Osmania University & Nagarjuna University

AI / ML CAPABILITIES

RAG Pipelines

Ollama · Bedrock

22 ML Models

XGBoost · Sklearn

Agent Eng.

Claude · Tool Use

Vector Search

FAISS · Chroma

Prompt Eng.

CoT · Few-Shot

AI-Ready DW

SSAS · Features