Rama Gopala Krishna Masani

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Career Objective

Results-driven Data Analyst with 1 year and 5 months of experience in IT, specializing in the transformation of business requirements into actionable solutions, analytical models, and algorithms. Proficient in developing scalable data mining techniques and reporting tools for structured and unstructured data sets. Strong expertise in the banking and e-commerce industries, with a focus on data analysis, data processing, and report generation.

Technical Skills

- **Programming Languages**: Python (Pandas, NumPy, Scikit-learn, Matplotlib, Seaborn, NLTK)
- **Databases**: SQL, MySQL
- **Data Analysis**: Exploratory Data Analysis (EDA), Feature Engineering, Data Cleaning, Dimensionality Reduction
- **Machine Learning**: Linear Regression, Logistic Regression, K-means Clustering, Random Forests, K-Nearest Neighbors (KNN), Decision Trees, Gradient Boosting, Scikit-learn
- **Deep Learning**: Artificial Neural Networks (ANN), Convolutional Neural Networks (CNN), Recurrent Neural Networks (RNN), TensorFlow, Keras, Loss Functions, Optimizers, Activation Functions
- **Natural Language Processing (NLP)**: Text Classification, Named Entity Recognition (NER), Sentiment Analysis, Tokenization, Word Embeddings
- **Data Visualization**: Power BI Desktop, Tableau
- **Version Control**: Git, GitHub
- **Development Tools**: Spyder, Jupyter Notebook, Anaconda
- **Other Tools**: Excel, Microsoft PowerPoint
- **Soft Skills**: Communication, Teamwork, Problem solving, Critical thinking, Time management

Education

Koneru Lakshmaiah Education Foundation — Guntur, Andhra Pradesh
Master of Business Administration in Data Science — *Sep 2023 – July 2025*

- Cumulative GPA : **9.13/10.0**
- Relevant Coursework: Excel, SQL, Python, Machine Learning, Deep Learning, Probability, Applied Statistics, Natural Language Processing, Medical Image Processing

Government Degree College for Men — C Camp, Kurnool
Bachelor Of Science in Microbiology — *Aug 2020 – Aug 2023*

- Cumulative GPA : **7.85/10.0**
- Relevant Coursework: General Microbiology, Microbial Physiology, Microbial Genetics, Biochemistry, Immunology, Environmental Microbiology, Medical Microbiology, Pathogenic Microbiology

Work Experience

Data Analyst/Scientist — KSR Datavizon — July 2023 - Present
KSR Datavizon — *Bengaluru, Karanataka*

- Expertise in Data Science process life cycle: Data Acquisition, Data Preparation, Modeling (Feature Engineering, Model Evaluation), and Deployment.
- Equipped with experience in utilizing statistical techniques.
- Efficient in preprocessing data including Data cleaning, Correlation analysis, Imputation, Visualization, Feature Scaling, and dimensional reduction techniques using Machine learning platforms like Python Data Science Packages (Pandas, NumPy).

- Experience in building machine learning models using algorithms such as Linear Regression, Logistic Regression, K-means Clustering, and Random Forest.
- Skilled in statistical methods like Exploratory Data Analysis (EDA), regression analysis, regularized linear models, cluster analysis, and model evaluation metrics.
- Proficient in data visualization using Power BI, with experience in publishing interactive reports and dashboards.
- Strong Python programming skills for statistical analysis, data manipulation, and automation.
- Experience in data manipulation and analysis using Excel and SQL.
- Familiar with Agile methodologies and working in collaborative and iterative environments.

Projects

Customer Churn Prediction for Telecom Company | *python / Machine Learning /SQL*

- Built a **churn prediction model** using customer demographics, usage patterns, and contract data to identify at-risk customers.
- Applied **feature engineering** and data preprocessing to handle missing values and optimize model inputs.
- Used machine learning algorithms (**Logistic Regression, Decision Trees, XGBoost**) to predict customer churn with high accuracy.
- Developed **actionable insights and reports** to support marketing strategies aimed at reducing churn rates.

Retail Business Loss Project for The Kroger Co. | *Data Science*

- Developed a **predictive model** to identify factors contributing to **shrink** using historical sales, inventory, and external data.
- **Preprocessed data** and engineered features to enhance model performance and identify key loss drivers.
- Implemented machine learning algorithms (**Random Forest, Gradient Boosting, K-Means**) for shrink prediction and store segmentation.
- Deployed **interactive dashboards** for store managers to monitor shrink risks and improve **inventory management**.

Zomato Dashboard Project | *SQL, EXCEL, POWER BI*

- Developed an **interactive Power BI dashboard** to visualize **sales**, **order quantities**, **ratings**, and performance across various cities and food categories.
- Visualized **key metrics** including **revenue**, **ratings**, and **sales by category** to provide actionable insights into Zomato's performance.
- Implemented **dynamic visualizations** to track **sales trends over time** and compare performance across different **cities** and **food categories**.
- Created **real-time, interactive dashboards** for management to monitor key metrics and improve **data-driven decision-making**.

Recommendation System | *Excel, Python, Machine Learning*

- Developed a **music recommendation system** using data from the **Spotify Million Song Dataset** to personalize track suggestions based on user listening history.
- Implemented **collaborative filtering** to recommend tracks based on the behavior of similar users and **content-based filtering** by analyzing song features (e.g., genre, tempo, mood).
- Combined **collaborative and content-based models** into a **hybrid recommendation system** to improve the accuracy of song recommendations.
- Utilized the **Spotify API** to gather user data, including listening history and playlists, and developed a Python-based model using **Scikit-learn** for machine learning algorithms.