Adarsh Bandaru

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EDUCATION

State University of New York at Buffalo	**August 2023 - December 2024**

Master of Science in Computer Science (GPA 3.7/4.0)

Vellore Institute of Technology	**August 2018 - May 2022**

Bachelor of Technology in Computer Science and Engineering (GPA 3.5/4.0)

SKILLS

Programming and Scripting Languages: Python, Java, SQL, R, HTML/CSS, JavaScript, Shell, JSON

Tools and Platforms: Git, Postman, Docker, Kubernetes, Excel (Pivot Tables, Macros, VBA), Tableau, Power BI, Databricks, Looker, Redshift, SAS, BigQuery, Snowflake, Google Cloud, SRE, Hadoop, Hive, PySpark, Linux, Windows, AWS, Microsoft Azure, Jira

Methodologies & Concepts: Agile Development, CI/CD, Data Analytics, Data Modeling, Financial Modeling, Data Warehousing, ETL Processes, Data Visualization, Storytelling, Data Engineering, Statistics, Machine Learning, Deep Learning, Predictive Modeling, Forecasting, Feature Engineering, Data Mining, Natural Language Processing (NLP), Generative AI, Large Language Models (LLMs)

Frameworks & Libraries: PyTorch, TensorFlow, Keras, Scikit-learn, Pandas, Matplotlib, Seaborn, Fast API, Bootstrap

Databases: MySQL, PostgreSQL, MongoDB (NoSQL), AWS (EC2, S3, DynamoDB)

EXPERIENCE

MiQ Digital	**January 2022 – July 2023**
Analyst	**India**

- Spearheaded data-driven optimizations on RTB platforms (DV360, TTD, Yahoo, Xandr, Amazon DSP), contributing to a 15% increase in revenue for key accounts and delivering measurable improvements in reach and engagement metrics.
- Fostered a client-centric culture by coordinating with stakeholders, translating complex analyses into actionable insights to guide budget decisions and align with organizational objectives.
- Implemented real-time dashboards for operational reporting, cutting manual data compilation by 70% and amplifying visibility for senior leadership and clients.
- Developed automation solutions for IP-based targeting using Python, reducing activation processing time from 2.5 hours to 7 minutes and saving 1,000+ hours of manual work.
- Managed real-time optimizations for high-profile political campaigns of 2022 US Senate and Governor elections, leveraging data-driven insights to refine targeting and pacing.
- Led ML initiatives (PyTorch, Scikit-learn) to deploy A/B testing and forecasting models, improving analytics workflows by 40% and campaign ROI by 28%.
- Collaborated with global teams, adapting swiftly in a fast-paced environment and consistently meeting competing deadlines through effective prioritization and sound judgment.

House of Babas	**July 2020 – December 2020**
Marketing Analyst Intern	**India**

- Successfully executed targeted marketing campaigns, achieving a 20% increase in customer engagement through effective segmentation and personalized content strategies.
- Planned and implemented on-page optimization strategies, leading to a 15% improvement in website traffic and higher search engine rankings for key pages.
- Conducted detailed SEO audits to identify technical and content-related issues, resulting in a 12% boost in organic search visibility.

PROJECTS

Instagram Content Categorization and Recommendation System | Python, PyTorch, Flask, AWS EC2, HTML/CSS, JavaScript

- Developed a Flask-based web application deployed on AWS EC2 to classify Instagram screenshots with 92% accuracy using CNNs. Integrated a Siamese Network for personalized recommendations based on post similarities, ensuring scalability and seamless user interaction.

Academic Financial Tracking System | PostgreSQL, Python, Flask, Google Cloud Platform

- Built a Flask-based financial management application deployed on Google Cloud Platform. Optimized database performance with indexing and query optimization, achieving 40% faster response times and 50% improved scalability, with a user-friendly interface for managing scholarships and loans.

Sentiment Analysis Tool | Python, Tkinter, NLTK, Scikit-Learn

- Built an application to analyze sentiments and provide personalized suggestions for movies, products, and more. Utilized **NLTK** for natural language processing and **Scikit-Learn** for sentiment classification. Designed a user-friendly interface with **Tkinter** to visualize sentiment insights effectively.

CERTIFICATIONS

- Google Data Analytics Professional – Google
- Security Analyst Role Certification, National Skill Qualifications Framework Level 7 – Nasscom