

Adarsh Bandaru

+1 716-617-0186 | adarshreddybandaru@gmail.com | [LinkedIn](#) | [GitHub](#) | [Portfolio](#) | New York

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, XML

Tools and Platforms: Git, Postman, Excel (Pivot Tables, Macros, VBA), Tableau, Power BI, Oracle BI, Looker, Databricks, Redshift, SAS, BigQuery, Snowflake, Google Cloud, SRE, Hadoop, Hive, PySpark, Unix/Linux, Perl, Windows, AWS, Microsoft Azure, Jira, Adobe Analytics, ETL Tools, CRM, Slack

Methodologies & Concepts: Agile/Scrum methodologies, CI/CD, Data Modeling, Financial Modeling, Data Warehousing, Data Engineering, Statistics, Machine Learning, Deep Learning, Forecasting, Data Mining

Frameworks & Libraries: PyTorch, TensorFlow, Keras, Scikit-learn, Pandas, Matplotlib, Fast API, REST 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 KPIs.
- Fostered a client-centric culture by coordinating with stakeholders, and 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**.
- Implemented on-page optimization strategies and conducted detailed **SEO audits** to address content-related issues, resulting in a 15% increase in website traffic, higher search engine rankings for key pages, and a 12% boost in organic visibility.

PROJECTS

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

- Developed a **Flask** 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** financial management application deployed on **Google Cloud Platform**. Optimized relational **database design** 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(**NLP**), and **Scikit-Learn** for sentiment classification. Designed a user-friendly interface with **Tkinter** to visualize sentiment insights effectively.

CERTIFICATIONS

- Google Data Analytics Professional & **Advanced Google Analytics** – Google