ANUKEERTHI REDDY POTHEPALLI

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WORK EXPERIENCE

Georgia State University   **Atlanta, Georgia, U.S.A**
Graduate Research Assistant   *Aug 2023 - Current*
- Performed time series analysis using the Prophet model to evaluate new product seasonality trends and post-launch sales curves, leading to a 5% improvement in sales target achievement.
- Utilized Pyspark for modeling and extracting large-scale data, refining retailer order quantities, and enhancing post-launch effectiveness by 10%.
- Designed a Power BI dashboard to analyze product launch curves leveraging financial and product review data, resulting in a 5% improvement in market performance.
- Developed and fine-tuned multiple sentiment analysis pipelines leveraging pre-trained BERT-based models fine-tuned on emotion datasets models to classify email emotions into 8 categories, enhancing customer feedback analysis accuracy by 20% and improving response strategies.
- Created and optimized statistical models using Maximum Likelihood Estimation (MLE) to predict customer satisfaction stages, and to determine factors contributing to customer choices, enhancing decision-making processes by 15%.

Tata Consultancy Services (TCS)   **Bangalore, India**
Data Analyst, Team Lead   *Apr 2021 - Jul 2023*
- Built and maintained data-driven dashboards in Power BI and Tableau, providing actionable insights on Metrics, KPIs, and complaint closure timeliness, resulting in a 15% improvement in stakeholder decision-making efficiency.
- Implemented Machine Learning and Text Analytics models using Scikit and SpaCy Python packages to analyze unstructured service data of medical devices, reducing file processing time by 10% and improving accuracy by 18%.
- Managed a team of 4 analysts to extract manufacturing data from SAP database and conduct feature engineering on medical device service records, enhancing post-market surveillance accuracy by 20%.
- Optimized daily operations by automating tasks with Excel Macros and Salesforce ECM Web automation using Python Selenium, achieving a 30% improvement in Resource Utilization.
- Led a top-performing team achieving zero escalations for 11 months and improving customer satisfaction by 5% while utilizing advanced AI models for Quality System compliance and regulatory adherence in the medical device industry.

PROJECTS

ECG Classification with CNN and LSTM   **Georgia State University, Atlanta**
- Designed and implemented an advanced AI algorithm(Utilizing CNN + LSTM) for Multi-class ECG classification, leveraging automated feature extraction techniques; improved processing speed by 40%, allowing real-time analysis of heart rate patterns for clinical use with an accuracy equaling the SOTA(99%).

Scalable Recommendation System Optimization with PySpark and HDFS   **Georgia State University, Atlanta**
- Engineered a scalable recommendation system with PySpark and RDDs, enhancing computation efficiency, enabling analysis and recommendation modeling on a large dataset of around 5 million data points. Implemented HDFS for reliable storage, reducing data access latency by 30% and cutting cloud infrastructure costs by 25%.

EDUCATION

Georgia State University, J. Mack Robinson College of Business   **Atlanta, GA, United States**
Master's in Data Science and Analytics (Business Concentration)| GPA: 3.94   *Aug 2023 - Dec 2024*
Courses: Machine Learning, Data Programming, Statistical Foundations, Scalable Analytics, Predictive Analytics, Deep Learning Analytics, Business Intelligence, Data Management, Data Visualization

SKILLS

Competencies: Linear Regression, Gradient Boosted Machines, Random Forests, Text Processing, Transformers, Word Embedding (Word2Vec, BERT), SARIMAX, Prophet, LIME, SHAP, Partial Dependence Plots, Parameter estimation, Hypothesis Testing, ANOVA, Statistical Distributions, Large Language Models(LLM), Neural Networks
Programming Languages: Python, SQL, R-Programming, NoSQL
Tools/Frameworks: Power BI, MS Excel, Pandas, Numpy, StatsModels, Matplotlib, Seaborn, PySpark, Sklearn, TensorFlow, Keras, Tableau, Google Cloud Platform, Azure, MS Fabric, Asana, Git

CERTIFICATIONS

- *DataCamp: Data Analyst Associate Certificate*   *Jan 2024*