Anukeerthi Reddy Pothepalli

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SUMMARY

Data Science student skilled in real-world data handling, leadership, and machine learning. Proficient in analytics, prediction modeling, and automation. Seeking an entry-level Data Science role to grow into a professional Data Scientist.

EDUCATION

Georgia State University, J. Mack Robinson College of Business   Atlanta, GA
Master's in Data Science and Analytics (Business Concentration)   December 2024

PES Institute of Technology   Bangalore, India
Bachelor of Engineering, Mechanical Engineering   August 2020

TECHNICAL SKILLS / CORE COMPETENCIES

Programming Languages: Python, SQL, R-Programming, NoSQL
Visualization/Tools: Tableau, Power BI, GCP Looker Studio, MS Excel, Jupyter Notebook, Azure, MS Fabric, Asana, Git
Machine Learning: Supervised and Unsupervised Machine Learning Models, Regression Analysis, Exploratory Data Analysis (EDA), Text Analytics, Data Cleaning and Preprocessing, Model Deployment, Scalable Big Data Analytics, Deep Learning, NLP
Statistical Analysis: Parameter estimation, Hypothesis Testing, ANOVA, Statistical Distributions

WORK EXPERIENCE

Georgia State University, J. Mack Robinson College of Business   **Atlanta, Georgia**
Graduate Research Assistant - Kids2 Inc. Sprint   September 2023 – Present

- Performed time series analysis to evaluate New Product seasonality, trend and post-launch sales curve using TensorFlow. Presented insights to Stakeholders, expediting the achievement of sales targets by 5% through refined marketing strategies.
- Leveraged Python (NLTK, Spacy Packages) for sentiment analysis of product reviews, experimented with correlating customer reviews with product performance to enhance customer satisfaction.
- Developed a Power BI dashboard to analyze product launch curves, leveraging financial and product review data to optimize retailer order quantities, resulting in a 5% improvement in post-launch performance. Utilized Pyspark for modeling and extracting large scale data

Tata Consultancy Services (TCS)   **Bangalore, India**
Data Analyst, Team Lead   April 2021 - July 2023

- Developed data-driven dashboards in Power BI and Tableau, applying data visualization techniques to provide actionable insights on Metrics, KPIs, and complaint closure timeliness to stakeholders.
- Implemented Machine Learning and Text Analytics models using Scikit and SpaCy Python packages to analyze unstructured service data of medical devices, resulting in a 10% reduction in file processing time and an 18% improvement in accuracy.
- Managed a team of 4 analysts to extract manufacturing data from SAP database and conduct feature engineering on medical device service records as part of the post market surveillance activities within Depuy Synthes-Post Market Surveillance team
- 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 nearly 5%, while utilizing advanced AI models for Quality System compliance and regulatory adherence in the medical device industry.

CERTIFICATIONS

- DataCamp: Data Analyst Associate Certificate   January 2024
- IBM: Machine Learning and Data visualization   October 2022

ACADEMIC/ RESEARCH PROJECTS

Title: Forecasting Customer Churn in Banking: A Machine Learning Approach   **Georgia State University, Atlanta**

- Predict whether a bank's customers will leave the bank based on their banking behaviors and demographic data. Experimented with classification models to achieve an accuracy of 95% using Hyper Parameter tuning, uncovered insights using EDA.

Title: Dynamic Stock Market Database Creation via Web Scraping, extracting insights Georgia State University, Atlanta

- Led a stock market data science project, employing Python (Selenium, Beautiful Soup) for web scraping from Estimize.com. Developed a MySQL database with 4 tables, ensuring ACID properties for data integrity. Applied linear regression machine learning to predict future company performance and achieved an improvement in MSE by 5%.

AWARDS & ACHIEVEMENTS

- Achieved the Star Performer award for delivering efficient and critical solutions at Tata Consultancy Services   Dec'2022
- TCS Gem's award for service and commitment, Depuy Synthes-Post Market Surveillance project   Oct'2021