

ARAVIND VENUGOPAL

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PROFILE

Master of Science in Business Analytics candidate at UC Davis, seeking a career in business analytics that utilizes and merges my experience as well as analytical and quantitative acumen.

Specialties: Forecasting, NLP, Tensorflow, [Data Visualization](#), Web Scraping, ETL Processes, Data pipelines

Certifications: AWS Cloud Practitioner

Technologies: Python, R, SQL, PySpark, Tableau, Docker, Power BI, Microsoft Azure, DataBricks, MongoDB, Git/GitHub, Jenkins, SonarQube

EDUCATION

University of California, Davis

San Francisco, CA

Master of Science in Business Analytics

Expected June 2020

Highlighted Coursework: Optimization Techniques, Data Visualization, Advanced Statistics, Big Data, Machine Learning, Natural Language Processing

College of Engineering Trivandrum

Kerala, India

Bachelor of Technology, Electrical and Electronics, (GPA 7.4/10)

July 2017

PROFESSIONAL EXPERIENCE

Cirrus Owners and Pilots Association

San Francisco, CA

Data Analyst, Practicum Project

Oct. 2019 - Present

- As part of the MSBA program, engaging in practical training with this highly successful aircraft type club having 70% of all Cirrus aircraft owners, to help them enhance member experience.
- Increase relevancy of result searches using search engine optimization. Develop a [content scoring system](#) using Natural Language Processing in Python and related tools.
- Aggregate feasible internal and external sources through the use of APIs, web-scraping, and other source-specific tools for data procurement to provide a more comprehensive resource for all users.
- Develop relevant KPIs and visuals in Tableau dashboards to help administrators assess site performance.
- Document website findings, feasibility reports, and related papers that will serve as the industry partner's reference post project deployment.

Mu Sigma Business Solutions

Bangalore, Karnataka, India

Trainee Decision Scientist

Sept. 2017 – July 2019

- Created a web-based decision board for one of the largest retailers in the UK to enable data-driven range optimization and pricing decisions resulting in over 3 million Pounds in impact.
- Implemented an ensemble of time-series models which was used to predict the impact of removing and/or adding products to the shelf with an accuracy of over 80%.
- Learned and trained 15+ developers on using and implementing Django as a python based web framework for creating large scale web applications.
- Implemented models using Random Forest and Text based CNN for multi-label intent classification and sentiment analysis with upto 87% accuracy.
- Spearheaded a project for a CPG client which utilized python, Azure and DataBricks to set up and automate extremely large data extraction, transformation and updating processes. Ultimately leading to upto 50% reduction in the process of new product development.

ADDITIONAL QUALIFICATIONS

Awards: Impact Award, Mu Sigma Business Solutions

Executive Student Assistant at University of California, Davis and **Customer Success Manager**, COPA Practicum project