

SAYESHA ARAVAPALLI

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EDUCATION

The University of Texas at Austin	Master of Science in Business Analytics	GPA : 3.84/4	May '20
Indian Institute of Technology, Bombay	Bachelor and Master of Technology in Metallurgical Engineering and Materials Science	GPA : 8.41/10	Jun'17

TECHNICAL SKILLS

Languages/platforms : Python, SQL, R, scikit-learn, pandas, numpy, matplotlib, seaborn, bokeh, plotly, Google Cloud platform, Google Vision, Google Analytics API, Hadoop, Mapreduce, Tableau

Modelling skills: Lasso, Ridge and Logistic Regression, A/B testing, PCA, Linear discriminant analysis, Random forest, KNN, k-means, XGBoost

DATA ANALYTICS PROJECTS

Prospective Customers Fall 2019

- Consulted a solar energy based start-up to identify potential customers employing XGboost on extracted sign-ups data resulting in a summary-level data recall of 0.77 and individual-level data recall of 0.86

NatGeo Instagram Fall 2019

- Identified possible ways to boost user engagement using LDA topic modeling on images and TF-IDF on post with engagement prediction accuracy 71.9% ; Over-saturated topics have low engagement scores

Goodreads Books Fall 2019

- Clustering and collaborative filtering together improved RMSE to enhance customers experience; Businesses can recommend a mixture of books from clusters to solve long tail problem and cold start problem

Energy consumption Prediction Fall 2019

- Developed lightGBM model to estimate metered building energy usage to measure worth of energy-saving investments ; Time of year, Energy consumption purpose, area of building influence energy consumption

Austin Crime Rate Summer 2019

- Analyzed drastic increase in crime rate in 2018 reasoning increase in non-violent crimes as the factor; Evaluated sector-wise efficiency for easier focus by Austin police department

US traffic Fatalities Fall 2019

- Assessed fatal traffic car crashes to understand causes of motor vehicle crashes and deaths on national highways; Only 27.5% accidents were due to drunk driving; 72% of accidents occurred in clear conditions

EXPERIENCE

Visa – Capstone Project, Austin, US Spring 2020

- Building unsupervised models using Graph analytics and DBSCAN to identify frauds matured out of time using historical fraud transactions to create and automatic alerting system

Aspect Ratio, Global centre for analytics for Merck - Analyst, Hospital Acute Care; Pune, India Jun '17-Oct '18

- Developed market opportunity analyzer to evaluate potential market opportunities for anti-anesthetic drugs
- Designed and developed Spotfire-based dashboards to track KPI and generate insights for revenue estimation

KPMG -Summer Analyst, ERP division; Mumbai, India May '16-Jun '16

- Automated operational risk estimation to deliver an integrated stress testing framework

DBS- Summer Analyst; Mumbai, India May '15-Jun '16

- Identified opportunity areas by evaluating cross sell indexation of product exposure to clients

Work Eligibility: Extended eligibility to work in U.S : S.T.E.M. certification ; require visa-sponsorship for long-term employment