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, boken, plotly, Google Cloud platform, Google Vision, Google Analytics API, Hadoop, Mapreduce

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

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

DATA ANALYTICS PROJECTS

Google Analytics and Big Query   Fall 2019
Consulted start-up to identify potential customers employing extracted sign-ups data using logit,random forest,XGboost

Insights	Summary-level data recall of 0.77, individual-level data recall of 0.86
	Start-up should have a mobile friendly website and partner with referrers like 'power to choose'

User engagement Instagram   Fall 2019
Identified possible ways to boost NatGeo page user interaction using LDA topic modeling on images

Insights	Engagement prediction accuracy 71.9% based on captions and labels using TF-IDF
	Limit over-saturation of news feed and seasonally targeted images could improve engagement

Book Recommendation   Fall 2019
Applied content based and collaborative filtering methods to aid customers discover new books

Insights	Clustering improved RMSE accuracy helping improve customers experience
	Recommend a mixture of books from all the clusters solves 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

Insights	Time of year, Energy consumption purpose, area of building and air temperature influence energy consumption ; Energy consumed for steam is much higher than for other purposes

Austin Crime Rate   Summer 2019
Analyzed drastic increase in crime rate in 2018 based on type of crime, APD sectors using data obtained from gov. portal

Insights	Non-violent crimes increased but violent crimes decreased ; Violent crimes high during weekends
	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

Insights	Only 27.5% accidents were due to drunk driving; 72% of accidents occurred in clear conditions
	Accidents happen majorly in august to october

EXPERIENCE

Visa – *Capstone intern, Austin, US*   Spring 2020
• Building models using Graph analytics to identify frauds matured out of time using historical fraud transactions

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 '15
• Identified opportunity areas by evaluating cross sell indexation of product exposure to clients