# Balajigowda Hadripura Sureshkumar

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Data whisperer turning chaos into clarity. I decode patterns, predict trends, and power decisions through data storytelling. Armed with a Master's in Business Analytics and a passion for impact, I bring numbers to life.

## EDUCATION

**THE George Washington University** **Aug 2023 – Jan 2025**
*Master of Science, Business Analytics -* ***Academic Excellence Scholarship*** *Washington, D.C*
**Coursework:** SQL, Statistics Models, Machine Learning, NLP, Foundation of AI, Big Data for International Business.

**Dr Ambedkar Institution of Technology** **Jul 2018 – Aug 2022**
*Bachelor of Technology in Mechanical Engineering* *Bengaluru, India*
**Coursework:** Python, Financial Management, Operational Research, Engineering Management.

## SKILLS

**Data Analysis:** SQL, Python, R, STATA, Power BI, Tableau, Microsoft Excel, Pandas, Numpy, Matplotlib, Seaborn, Plotly.
**AI/ML:** Machine Learning, Deep Learning, Time-Series Forecasting, TensorFlow, Keras, PyTorch, Scikit-Learn, GenAI, LLM.
**Cloud & DevOps:** AWS, GCP, Azure, MLflow, GitHub Actions (CI/CD), Docker
**Certifications:** Google Analytics, Azure Data Scientist Associate.

## WORK EXPERIENCE

**The George Washington University** **Sep 2024 – Dec 2024**
*Research Assistant* *Washington, D.C*

- Cleaned and standardized 50,000+ records from Compustat and STR datasets using Python (fuzzy matching, textdistance), improving data integrity and reducing processing time by **30%**.
- Integrated 10 years of time-series and panel data across U.S. states to analyze hotel performance and assess wage policy impacts.
- Developed and evaluated fixed and random effects regression models, explaining up to **62%** variance in revenue and occupancy rates, enabling data-backed policy insights.

**FI Consulting** **Jan 2024 – May 2024**
*Data Scientist (Capstone)* *Washington,D.C*

- Designed and implemented end-to-end preprocessing pipelines for **16M+** HMDA mortgage records, ensuring data readiness and regulatory compliance.
- Trained predictive models (XGBoost, Random Forest) achieving **89%** accuracy in loan approval prediction; optimized fairness via feature selection and hyperparameter tuning.
- Reduced demographic bias by **7.4%** using bias-mitigation strategies, supporting equitable decision-making and aligning with compliance standards.
- Delivered insights through stakeholder briefs and regulatory reports, translating complex model outputs into actionable recommendations.

**Fortune Spiritz** **May 2022 – Jul 2023**
*Data Analyst* *Bengaluru, India*

- Implemented interactive Power BI dashboards to track sales KPIs (growth, revenue, market share), leading to a **17%** increase in actionable insights and a **12%** boost in quarterly revenue.
- Automated key sales reporting workflows using Python and Excel, reducing manual efforts by **19%** and enhancing decision making speed.
- Partnered with sales and operations teams to uncover **5+** new business opportunities, improving pricing and inventory strategies across key regions.

**Cognizant** **Nov 2021 – May 2022**
*Analyst Intern* *Bengaluru, India*

- Built SQL-based automation pipelines to extract and prepare data, improving data retrieval speed by **33%** and eliminating manual processes.
- Created intuitive Power BI dashboards for finance and HR departments, improving stakeholder visibility into real-time metrics and accelerating business decisions.

## ACADEMIC PROJECTS

**Customer Insights and Sentiment Analysis (Python, NLTK):** Applied NLP techniques (sentiment analysis) on **10K+** Airbnb guest reviews to identify key satisfaction drivers and pain points. Built interactive Tableau dashboards to visualize trends across cities and listing types. Insights led to a **12%** increase in positive reviews through targeted experience improvements.

**Crime Hotspot Detection Using Geospatial Clustering (Python, GeoPandas, Scikit-learn):** Applied DBSCAN and H3-based clustering to geospatial crime data to identify high-risk zones and temporal patterns. Engineered spatial features, visualized clusters on interactive maps using Folium, and delivered insights to inform public safety strategies and resource allocation.

**Dynamic Pricing Strategy Optimization (Python, XGBoost, Pandas, Seaborn):** Developed a dynamic pricing model using demand forecasting and price elasticity estimation to optimize pricing for e-commerce products. Trained XGBoost regression on historical sales, competitor prices, and seasonal data to predict optimal price points that improved projected revenue by **15–20%**. Simulated A/B testing to validate pricing decisions.