BALAJIGOWDA HS

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SUMMARY

Young and ambitious professional with a strong instinct for uncovering the "why" behind the numbers. I bring a track record of transforming ambiguity into clarity through insight-driven storytelling that helps businesses make smarter, faster decisions. Whether it's fixing broken processes, identifying missed revenue, or making sense of overwhelming datasets, I thrive at the intersection of curiosity, structure, and strategy.

TECHNICAL SKILLS

Programming Languages: Python, R, SQL, Stata. **Analytical Skills:** Machine Learning, Deep Learning, Time Series Forecasting, Statistics, NLP. **Data Visualization**: MS Power BI, Tableau, Google Analytics, MS Excel, SAS Visualization, Matplotlib, Seaborn. **Certifications**: Google Analytics, Azure Data Scientist Associate.

EDUCATION

THE GEORGE WASHINGTON UNIVERSITY, School of Business   **Washington, D.C**
Master of Science, Business Analytics   *August 2023 - December 2024*

PROFESSIONAL EXPERIENCE

THE GEORGE WASHINGTON UNIVERSITY   **Washington, D.C**
Research Assistant   *September 2024 - December 2024*

- Spearheaded data cleaning and preprocessing of large-scale Compustat datasets, ensuring consistency and accuracy using fuzzy matching and the textdistance library.
- Integrated and aligned data from multiple sources to enable comprehensive and accurate analysis.
- Executed fixed-effects and random-effects panel data models to evaluate the impact of state-level minimum wage increases on hotel performance metrics (occupancy rates, revenue) from 1999 to 2008.

FI CONSULTING   **Washington, D.C**
Data Scientist   *January 2024 - May 2024*

- Led a comprehensive data preprocessing framework to streamline the cleaning and structuring of 16M+ mortgage records from the HMDA dataset, ensuring flawless data quality and regulatory compliance, setting a solid foundation for actionable analysis.
- Devised and fine-tuned high-performing predictive models, including XGBoost and Random Forest, achieving 89.06% prediction accuracy, while delivering key insights into the underlying factors influencing loan approval trends.
- Implemented bias-mitigation strategies through advanced feature selection and hyperparameter tuning, resulting in a 7.4% reduction in demographic disparities and optimizing fairness in loan approval decisions.

FORTUNE SPIRITS   **Bengaluru, India**
Data Analyst   *May 2022 - July 2023*

- Developed and implemented dynamic Power BI dashboards to analyze regional sales performance, tracking KPIs such as sales growth, revenue, and market share, enabling leadership to optimize strategies and increase revenue.
- Streamlined data reporting processes by automating key workflows, cutting manual effort by 19%, and ensuring that vital sales metrics were delivered with speed and precision to support timely, strategic decision-making.
- Partnered with cross-functional teams to identify and capitalize on new business opportunities, delivering actionable insights that optimized operational strategies and contributed to a marked improvement in overall sales performance.

COGNIZANT   **Bengaluru, India**
Data Analyst Intern   *November 2021 - April 2022*

- Developed an efficient, SQL-driven automated data retrieval system, enhancing data collection speed by 30% and eliminating manual data entry, resulting in quicker decision-making.

ACADEMIC PROJECTS

EARLY DETECTION OF DIABETES: Developed and evaluated an XGBoost classification model to predict diabetes onset using health data, achieving an accuracy of 78%. Demonstrated potential for improved predictions through hyperparameter tuning.

CUSTOMER CHURN PREDICTION: Developed Artificial Neural Network models to predict customer churn in the banking sector, improving retention strategies and boosting quarterly revenue by $1.2 million. Identified at-risk customers and proposed personalized retention strategies, such as targeted incentives and fee waivers, to enhance loyalty and reduce churn

ADDITIONAL INFORMATION

Leadership: Vice President of the GWSB Business Analytics Club**,** Event Leader, Intra-college sports fest for badminton & cricket**,** Leader for blood donation campaign, leading to 460 people donating blood.