BHUVANA CHANDRIKA KOTHAPALLI

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Github • LinkedIn • Portfolio

EDUCATION

The University of Texas at Austin – McCombs School of Business   May 2024
Master of Science, Business Analytics - **GPA: 3.55 (Specialization in Marketing)**
Coursework Includes: Advanced Machine Learning, Data Science Programming, Advanced Data Analytics in Marketing, Social Media Analytics, Information Management, Financial Management, Demand/Pricing Analytics

B V Raju Institute of Technology (BVRIT)   June 2021
Bachelor of Technology, Chemical Engineering - **GPA: 9.18/10**, First Class with Distinction

TECHNICAL SKILLS

- **Programming Languages:** Python(Numpy, Pandas, Tidyverse, Scikit-learn, Seaborn, Keras, TensorFlow, Gurobi, Matplotlib), SQL, R, C
- **Computer Softwares:** MS Excel, MS Powerpoint, Tableau, PowerBI, Canva, Salesforce CRM, Visio, Anaconda, Adobe Photoshop, Illustrator
- **Databases:** MySQL, Oracle, MongoDB, Neo4j

WORK EXPERIENCE

Braze – Capstone Client – *Data Analyst*, Austin, TX   Jan 2024 – Present
- Working on development of customer engagement optimization model for channel impact analysis
- Driving customer satisfaction through strategic channel evaluation for enhanced experience and growth

Thermax - *Marketing Analytics Executive,* Chennai, India   September 2022 - May 2023
- Performed market research and competitive analysis, resulting in a 10% increase in sales
- Conducted segmented A/B tests to tailor strategies for different audience segments and maximized engagement
- Collaborated with cross-functional teams for annual marketing plans, ensuring budget-conscious implementation
- Initiated a new social media marketing strategy involving offline and online regional campaigns, resulting in a 20% increase in online engagement and a 10% boost in website traffic
- Evaluated post marketing initiatives and SFDC order booking data for potential growth opportunities
- Oversaw end-to-end execution of marketing events and acted as company representative, boosting brand awareness and generating a 30% increase in event-driven leads

***Thermax -** Marketing Associate*   September 2021 - August 2022
- Implemented a robust system in ERP and Salesforce for segregating, updating, and maintaining order booking data, ensuring streamlined operations and accurate order tracking
- Collaborated closely with internal teams, vendors and external agency partners to ensure seamless execution of the marketing plan, fostering strong relationships and effective communication channels
- Designed posters, brochures and other documents using Canva, Photoshop and cut operating costs by 15%

ACADEMIC PROJECTS

Fashion Foresight – Predicting Customer Engagement Through Behavior   October 2023 - November 2023
- Analyzed the performance of 2-week email campaigns for men's and women's merchandise, assessing incremental value and informing targeted strategies
- Leveraged advanced analytics methods such as logistic regression, uplift modeling, RFM segmentation and K-means clustering leading to improved marketing campaign efficiency and overall business performance

Airline Passenger Satisfaction   July 2023 - August 2023
- Developed and implemented a classification project to predict airline passenger satisfaction using Python
- Utilized KNN, boosting, and logistic regression techniques to build predictive models, revealing insights into factors influencing satisfaction levels

LEADERSHIP EXPERIENCE

- President of Mavericks, a communication skills and personality development club in BVRIT
- Lead Coordinator for 9-day Induction Program, 2019 for a crew of 210+ organizers and volunteers

ADDITIONAL INFORMATION

Work Eligibility: Extended eligibility to work in the U.S.; will require visa sponsorship for long-term employment