# BHUVANA CHANDRIKA KOTHAPALLI

bhuvana@utexas.edu • +1 (945) 274-5818

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## 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, Scikit-learn, Seaborn, Keras, TensorFlow, Gurobi), SQL, R, C
- **Computer Software & Tools:** MS Excel, MS Powerpoint, Tableau, PowerBI, Looker, Salesforce CRM, SAP ERP, GIT, VS Code, Jupyter Notebooks, Canva, JMP, Visio, Anaconda, Adobe Photoshop, Illustrator
- **Databases/Cloud Platforms:** Google Cloud Platform (GCP), MySQL, Oracle, MongoDB, Neo4j
- **Skills:** A/B Testing, Data Analysis, Data Visualization, Market Research, Marketing Strategy, Classification, Regression

## 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 on 150+ competitors, 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 regional campaigns, resulting in a 20% increase in online engagement and a 10% boost in website traffic
- Evaluated post marketing initiatives and Salesforce order booking data for potential growth opportunities
- Led end-to-end execution of marketing events, resulting in 30% increase in leads and generating over $500k revenue

***Thermax -** Marketing Associate*                              September 2021 - August 2022
- Partnered closely with senior management to develop and implement pricing strategies for product pricing
- Implemented a robust and integrated system in ERP and Salesforce for efficient order booking management
- Spearheaded the rebranding initiative by driving the redesign of templates, ensuring a powerful visual identity

## ACADEMIC PROJECTS

**Fashion Foresight – Predicting Customer Engagement Through Behavior**            October 2023 - November 2023
- Analyzed the performance of 2-week email campaigns, assessing incremental value and informing targeted strategies
- Methodologies: Logistic Regression, Uplift Modeling, RFM Segmentation and K-means Clustering

**Beer Recommendation System**                              November 2023 – December 2023
- Implemented a beer recommender system for personalized recommendations based on user preferences
- Methodologies: Lift, Sentiment Analysis, Web Scraping (Selenium, Beautiful Soup)

**Index Fund Optimization**                              August 2023 - September 2023
- Developed a stock selection strategy to replicate an index with an average replication rate of 80%
- Methodologies: Linear Programming, Integer Programming, Gurobi, Optimisation

## LEADERSHIP EXPERIENCE AND AWARDS

- President of Mavericks, a communication skills and personality development club in BVRIT
- Recipient of the "Best Organizer Award" for outstanding leadership and organizational skills during undergraduate