

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

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, Google Workspace, 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

- Conducted comprehensive channel impact analysis using Python and Excel, enhancing conversion rates by 15%
- Developed a Looker dashboard for strategic channel evaluation, driving customer satisfaction and sustainable growth
- Orchestrated strategic data manipulation techniques in BigQuery to cater to ad-hoc reporting requirements
- Collaborated with cross-functional teams to streamline business processes and optimize operational efficiency

Thermax - Marketing Data Analyst, Chennai, India

September 2022 - May 2023

- Performed market research and competitive analysis on 150+ competitors, resulting in a 10% increase in sales
- Leveraged advanced statistical modeling techniques to analyze sales trends and forecast growth opportunities with Python, visualizing insights in a Tableau-driven dashboard for strategic decision-making
- Optimized resource allocation and increased operational efficiency by 5% and reducing overhead costs by \$200k by developing a data-driven framework involving data manipulation and statistical analysis in Python
- Led weekly meetings with cross-functional teams to analyze market trends and enhance marketing strategies
- Utilized customer segmentation analysis to tailor sales strategies, resulting in 15% improved conversion rates

Thermax – Junior Marketing Analyst, Chennai, India

September 2021 - August 2022

- Partnered closely with senior management to develop and implement pricing strategies for product pricing
- Analyzed segmented A/B tests to tailor strategies for different audience segments and maximized engagement
- Identified and tracked key performance indicators (KPIs) for product support, enabling data-driven recommendations
- Spearheaded the rebranding initiative by driving the redesign of templates, ensuring a powerful visual identity

ACADEMIC PROJECTS

Fashion Foresight – Predicting Customer Engagement - [Github](#)

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

Video Captioning for Social Media - [Github](#)

October 2023 - December 2023

- Integrated advanced ML Models like VideoMAE and GPT-3.5 for caption generation for a client-specific project
- Methodologies: NLP, Video Processing, Transformer Models

LEADERSHIP EXPERIENCE AND AWARDS

- Granted a **merit scholarship** as a recognition of ranking within the top 1% of students at UT Austin in 2023
- **President** of Mavericks, a communication skills and personality development club in BVRIT