BHUVANA CHANDRIKA KOTHAPALLI

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Github • LinkedIn • Portfolio

EDUCATION

The University of Texas at Austin   May 2024
Master of Science, Business Analytics
Coursework Includes: Machine Learning, Data Science Programming, Information Management, Marketing Analytics, Financial Management, Advanced Data Analytics in Marketing, Social Media Analytics
- GPA: 3.66

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

TECHNICAL SKILLS

- Computer Languages: C, R, Python, SQL
- Computer Software: MS Excel, MS PowerPoint, Tableau, Microsoft Power BI, Visio, Adobe Photoshop, Illustrator

EXPERIENCE

Thermax - Chennai, India
Marketing Analytics Executive   September 2022 - May 2023
- Performed thorough market research and competitive analysis to understand and communicate product value deposition leading to 10% sales growth
- 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 salesforce data for potential growth opportunities and provided actionable insights leading to significant improvements in business performance

Marketing Associate   September 2021 - August 2022
- Implemented a robust system for segregating, updating, and maintaining order booking data, ensuring streamlined operations and accurate order tracking
- Designed posters, brochures and other documents using Canva, Photoshop and cut operating costs by 15%

ACADEMIC PROJECTS

Airline Passenger Satisfaction   June 2023 - July 2023
- Developed and implemented a classification project to predict airline passenger satisfaction using Python
- Leveraged KNN, boosting, and logistic regression techniques to build predictive models, revealing insights into factors influencing satisfaction levels
- Generated actionable recommendations for improving airline services based on model outcomes

Modeling and Simulation of a Packed Bed Reactor   March 2021 - May 2021
- Analyzed flow in reactor with modern CFD codes involving high level languages such as C, C++, Python
- Assessed flow parameters and compiled data within MS Excel and visualized data in line graphs

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

Languages: Fluent in English, Hindi, Telugu
Interests: Photography, Cricket, Travelling
Work Eligibility: Extended eligibility to work in the U.S.; will require visa sponsorship for long-term employment