BHUVANA CHANDRIKA KOTHAPALLI

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

EDUCATION

The University of Texas at Austin – McCombs School of Business 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

- **GPA: 9.18/10**, First Class with Distinction

TECHNICAL SKILLS

- **Programming Languages:** C, R, Python, SQL
- **Libraries:** Numpy, Pandas, Tidyverse, Scikit-learn, Seaborn, Keras, TensorFlow, Gurobi, Matplotlib
- **Techniques:** A/B testing, Classification, Regression, Bagging, Boosting, Neural Networks, KNN, Optimization
- **Computer Softwares:** MS Excel, MS PowerPoint, Tableau, Microsoft Power BI, Visio, Adobe Photoshop, Illustrator

EXPERIENCE

Thermax - Chennai, India
Marketing Analytics Executive September 2022 - May 2023

- Performed market research and competitive analysis, resulting in a 10% increase in sales.
- 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

Loan Approval Prediction July 2023 - August 2023

- Developed and implemented multiple machine learning models achieving up to 98.2% accuracy
- Utilized data preprocessing techniques, including binning and one-hot encoding, to enhance the performance of machine learning models while minimizing multicollinearity.

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

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