

Aashritha Challa

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📍 H-no 3-82, Hanumanwada , Dharmapuri,Jagityal, Telangana [in LinkedIn](#)

Education

Bachelor of Technology (B.Tech)

2025

Vallurupalli Nageswara Rao Vignana Jyothi Institute of Engineering & Technology

Major: Computer Science and Engineering

CGPA: 8.60

Skills

Programming Languages: C, Java, Python	Data Analysis
Object Oriented Programming	Statistics and Mathematics
Data Structures and Algorithms	Data Visualization
DataBase Management System (SQL)	Excel

Certificates

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| • Data Analytics - IBM SkillsBuild & CSRBOX | • Bootcamp on python for beginners-Devtown |
| • Workshop on Applied AI-VNRVJIET | • Introduction to Data Science-Cisco |
| • Data Analytics with python-IIT Roorkee | • Python programming for Beginners for AIML-NIT warangal |
| • Foundation: Data, Data , Everywhere-Google | |

Projects

Customer Segmentation using K-Means Clustering with Python

- Collected and cleaned data from one source, consolidating a dataset comprising 200 records.
- Implemented the elbow method and K-means clustering, identifying 5 distinct customer clusters with 85% accuracy.
- Devised targeted marketing and service strategies based on the clustering outcomes, enabling personalized initiatives.
- Fostered data-driven insights to bolster decision-making processes, paving the way for strategic business expansion.
- Skills Applied: Machine Learning, Data Analysis, Data Cleaning, Data Collection, Data Visualization

Ride Insight Analytics

- Analyzed over 10,000 Uber and personal trip data points from diverse platforms, identifying key patterns and trends.
- Created and presented 30+ impactful visualization to extract actionable marketing insights, aiding informed decision-making.
- Orchestrated structured data processes, driving business improvements through optimized practices.
- Enhanced decision-making efficacy and propelled strategic business growth by leveraging gleaned insights.
- Skills Applied: Data Collection, Data Cleaning, Data Processing, Data Visualization

Volunteer Experience

EVENT AMBASSADOR

riMLand Event

- Orchestrated marketing strategies resulting in 100% registrations, completed 3 days ahead, ensuring full attendance and early preparation.

EVENT ORGANISER

Ecficio 6.0H

- Served as Program Organizer (POA), resulting in a 25% increase in event participation.
- Orchestrated teamwork, leading to a 45% improvement in event execution efficiency.

Coding platforms

Codechef [↗](#)

Hackerrank [↗](#)

Codeforces [↗](#)

Leetcode [↗](#)