Chetana Priya Ghanta.

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EDUCATION

W. P. Carey School of Business, Arizona State University   August 2023 – December 2024

Master of Science, Business Analytics | Specialization: Fintech   GPA: 4/4   Tempe, Arizona

- Coursework: Enterprise Data Analytics, Descriptive and Predictive Analytics, Machine Learning in Business, Business Process Analytics, Analytical Decision Modelling, Investment Strategies, Financial Planning (FP&A).

Andhra University   August 2019 – May 2023

Bachelor of Technology, Computer Science   GPA: 8.84/10   Visakhapatnam, India

- Certifications: Python for Data Analysis by NPTEL

PROFESSIONAL EXPERIENCE

Research Specialist PRN   July 2024 – October 2024

W. P. Carey School of Business   Tempe, Arizona

- Devised and updated over 20 dashboards using Qlik Sense and Tableau for "Arizona Lottery" for draw games and scratch-offs, enhancing data visualization and reporting accuracy for sales, inventory, and profitability metrics by 30%.
- Implemented regression models and Monte Carlo simulations to forecast next year's sales with prediction accuracy of 90%.

Data Analyst Intern   December 2022 – May 2023

Giant Leap Design Studios   Hyderabad, India

- Evaluated marketing effectiveness by performing advanced analysis with Python and Excel on competitors and their social media engagement metrics, resulting in a boosted campaign performance by 20%.
- Executed market segmentation and positioning through Enginius which enabled to device pricing strategies to increase revenue by 15% and customer acquisition by 25%.

Data Science Intern   November 2022 – December 2022

Let's Grow More   UP, India (Remote)

- Analyzed feedback from 2,500 course participants using text mining, resulted in finding critical areas of improvement.
- Developed actionable insights based on analysis results through Python and statistical methods that drove a 10% increase in course enrollments by enhancing course content and improving overall educational experience.

Web Development intern   August 2022 – September 2022

Oasis Infobyte More   Delhi, India (Remote)

- Redesigned existing webpages employing HTML, CSS, and JavaScript, enhancing usability which led to 15% increase in page load speed and overall site performance.
- Collaborated with backend developers to update MySQL databases increasing data integrity and backup success rate by 5%.

PROJECT EXPERIENCE

Capstone – Sonora Quest Laboratories   August 2024 – December 2024

- Analyzed reimbursement trends using SQL, Python, and Excel, identifying coverage changes across CPT codes and health plan payers, resulting in actionable insights that improved reimbursement rates by 15%.
- Developed a dashboard to track fluctuations in test coverage trends, resulting in a 20% reduction in claim denials.

Restaurant Recommendation system   January 2024 – March 2024

- Built a Recommender system for 4500 restaurants in Arizona using Yelp Dataset to provide personalized dining suggestions.
- Employed data analysis and text mining techniques on 20,000 user reviews, uncovering key preferences and patterns to enhance the system's accuracy, integrating content-based and collaborative filtering techniques.

Optimization Model for Yuva Infra - Indian Construction Company   October 2023 – December 2023

- Engineered an optimization model with efficient management of variables, which include all construction inputs and finances in compliance to the industry standards. KPIs include Cost Efficiency and Profit Maximization.
- The model and the inferences resulted in increase of operational efficiency and sales by 20%.

VOLUNTEER EXPERIENCE

Project Assistant - Automated Hostel Management System   January 2023 – May 2023

- Successfully deployed a cross-functional web interface for efficient management of resident records, room allocation, and fee tracking, contributing to better data handling, and improved user experience reducing 4 manual hours a day.
- The website remains in active use by Andhra University located in Visakhapatnam, India, contributing to efficient management of 1500 students and enhancing operational processes, and better networking.

SKILLS

Python, SQL, Tableau, Minitab, Anova, C, HTML, CSS, Qlik Sense, Business Analysis, Jupyter Notebook, VS Code, MySQL, MS Office, Excel, Entrepreneurial skills, Leadership, Teamwork.

HONORS

Member of BETA GAMMA SIGMA Honor society