

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 (Supply Chain), Risk Management.

Andhra University

August 2019 – May 2023

Bachelor of Technology, Computer Science

GPA: 8.84/10

Visakhapatnam, India

- Coursework: Engineering Mathematics, Data Mining and Warehousing, Python for Data Analysis (NPTEL)

PROFESSIONAL EXPERIENCE

Research Specialist

July 2024 – October 2024

W. P. Carey School of Business

Tempe, Arizona

- Constructed 5+ dashboards leveraging Qlik Sense and Tableau for 'Arizona Lottery', leading to enhanced real-time tracking of sales by game types and price points.
- Implemented regression models to project next fiscal week's sales, with a root mean square error of \$0.4 million.

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 social media engagement metrics, resulting in a boosted campaign performance.
- Executed market segmentation and positioning through Enginius which enabled to device pricing strategies to increase revenue by \$0.5 million and customer acquisition by 25%.

Data Science Intern

November 2022 – December 2022

Let's Grow More

Visakhapatnam, India

- 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.

PROJECT EXPERIENCE

Capstone – Sonora Quest Laboratories

August 2024 – December 2024

- Analyzed reimbursement trends using Python, identifying coverage changes across CPT codes and health plan payers, resulting in insights that improved reimbursement rates by \$0.16 million across all tests in a span of 8 weeks.
- Developed dashboards in Power BI to track fluctuations in test coverage trends, resulting in 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% based on units sold.

VOLUNTEER EXPERIENCE

Project Assistant - Automated Hostel Management System

January 2023 – May 2023

- Deployed a cross-functional web interface for efficient management of resident records using HTML, CSS, JavaScript, and MySQL 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, C, C++, HTML, CSS, Data Visualization Tools (Tableau, Qlik Sense, Power BI), Jupyter Notebook, VS Code, MySQL, Oracle, Microsoft Excel.

AWARDS & HONORS

- Member - BETA GAMMA SIGMA Honor Society.
- Lean Six Sigma Green Belt Certification.