

Damodar Prabhu

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EDUCATION

University of Illinois Chicago | Master of Science in Business Analytics | *Chicago, IL* December 2024
Relevant courses: Machine Learning, Data Mining, Optimization, Statistics, Database Management
Corporate Finance, Data Visualization, Investments, Options & Futures, and Advanced Text Analytics. GPA:4/4

Manipal Institute of Technology | Bachelor of Technology in Electrical & Electronics Engineering | *India* May 2021
Relevant courses: Data Analysis and Machine Learning with Python, and Database Management Systems GPA:3.7/4

TECHNICAL SKILLS

Languages & Platforms: Python, SQL, C++, Hive, Google Cloud Platform, Alteryx

Visualization & Analytics: Tableau, Looker, Power BI, Data Modeling, Logistic Regression, Web Scraping

Tools & Libraries: MS Excel, MS PowerPoint, Jira, Pandas, NumPy, Matplotlib, Scikit-learn, TensorFlow, Seaborn

WORK EXPERIENCE

University of Illinois Chicago | Analytics Teaching Assistant / *Chicago, USA* August 2023 - August 2024

- Led 15+ labs for IDS 270, teaching data analysis using Excel, Python, and statistical tools, increasing attendance by 20%. Facilitated discussions for 150+ students, enhancing critical thinking through engaging PowerPoint sessions.
- Graded 250+ assignments, providing detailed feedback that improved comprehension by 25%. Automated grade tracking and crafted presentations, boosting student engagement by 30% and reducing administrative errors by 40%.

Tredence Analytics | Data Analyst | *Bangalore, India* July 2021 - August 2023

- Used SQL, Excel, and Tableau to analyze critical advertising KPIs—including CPC, CTR, Clicks, & RoAS—delivering actionable insights that boosted clients' return on ad spend by 20%, improved campaign efficiency, and increased overall marketing effectiveness.
- Created, updated, and maintained interactive Tableau dashboards, optimizing loading times by 80%, empowering the business team with real-time data for faster decision-making, enhanced strategic planning, and improved operational efficiency organization wide.
- Managed and resolved complex data-related issues on Google Cloud Platform (GCP), ensuring seamless backend operations and increasing system reliability by 25%; tasks included troubleshooting, data validation, and system optimization, minimizing downtime.
- Utilized Jira for effective project management to track and complete tasks promptly, enhancing team productivity by 30%, and presented comprehensive insights to clients through over 10 PowerPoint presentations, improving communication and outcomes.
- Actively monitored and assessed ongoing A/B tests through the EXPO portal, generating data-driven hypotheses that improved test efficiency by 35%; played a key role in logistics projects, facilitating client deliveries and enhancing last-mile efficiency by 15%.

Siemens | Operations Intern / *Goa, India* March 2019 - April 2019

- Analyzed operational data from 10+ Gas Insulated Switchgear (GIS) and Ring Main Units (RMUs), identifying critical trends that reduced equipment downtime by 5%, using Excel for detailed data tracking, analysis, and performance monitoring.
- Collaborated closely with the engineering team to evaluate performance metrics, contributing to a 10% improvement in system reliability through comprehensive data-driven insights, optimized workflows, and proactive maintenance scheduling.
- Generated Excel reports and presented key findings to senior engineers, enhancing maintenance planning and execution.

PROJECTS

Toxic Comment Classification Using Machine Learning January 2024 – April 2024

- Developed a machine learning model using Logistic Regression, K-Nearest Neighbors (KNN), and Linear SVC to classify toxic comments, significantly improving online moderation and effectively reducing harmful content visibility by a large margin.
- Applied advanced natural language processing (NLP) techniques to categorize comments, further improving moderation accuracy. Achieved 90% accuracy with Logistic Regression and 86% with KNN, enhancing safety in online spaces.

Sentiment Analysis of Product Reviews April 2024 – July 2024

- Created a sentiment analysis model using Random Forest, Naive Bayes, and XGBoost, achieving 92% accuracy with Random Forest.
- Utilized NLP techniques such as TF-IDF, Word2Vec, and sentiment analysis tools, enabling businesses to extract deeper, actionable insights from customer reviews, significantly enhancing product design, customer satisfaction, and long-term brand loyalty.

Word Sense Disambiguation (WSD) Project April 2024 – July 2024

- Implemented and evaluated various Word Sense Disambiguation (WSD) algorithms, including the Simple Lesk, Corpus Lesk, and Naive Bayes models, achieving a maximum accuracy of 83.07% with the Corpus Lesk Algorithm in NLP tasks.
- Applied advanced techniques such as word embeddings and Add- λ (lambda) Smoothing schemes, contributing to significant advancements in NLP by improving contextual understanding of word meanings, achieving a baseline accuracy of 81.13%.

LEADERSHIP & OUTREACH ACTIVITIES

Business Analytics Organization | President / *Chicago, USA* January 2024 - December 2024

- Expanded the team, leveraging leadership and problem-solving skills, resulting in a 30% increase in participation, 50% more events, and 20% growth in revenue through sponsorships. Organized workshops and field visits to enhance data science skills.