Goutham Ravula

Bangalore | +91 93988 41448 | gouthamravula@gmail.com | linkedin.com/in/Goutham-ravula | gouthamravula-portfolio

SUMMARY

Determined with an Analytical Virtue and Stronghold in Statistics. Self-motivated and ambitious individual, seeking for an opportunity to apply the skill set procured towards the growth and amelioration of the organization and to gain ample experience to deepen my knowledge and hone my skills.

EDUCATION

Bachelor of Arts in Economics | GPA 77%   **Delhi, India**
  OP Jindal Global University   *September 2020 – August 2023*

WORK EXPERIENCE AND TECHNICAL PROJECTS

Digital Marketing | Global Peace Foundation   **July 2021 – August 2021, India**
 • Created visually compelling and impactful **digital marketing campaigns**, employing diverse platforms and channels to proficiently promote the company's offerings.
 • Conducted thorough analysis of articles and videos, extracting invaluable insights and trends to bolster the company's marketing strategies and augment its online footprint.
 • Generated captivating and visually alluring **social media content**, encompassing graphics, videos, and interactive posts, to amplify brand visibility and foster heightened audience engagement.

Content Writer | Chegg India   **August 2021 – January 2022, India**
 • Conducted meticulous keyword research and executed strategic **SEO** tactics to enhance organic traffic and elevate **search engine rankings**.
 • Revamped and optimized gathered data into an **SEO-friendly structure**, augmenting website visibility and expanding its reach.
 • Fostered close collaboration with the manager to elevate the calibre and effectiveness of articles and blogs.
 • Achieved successful publication of a sequence of **SEO-optimized** articles on the Chegg developed website, resulting in substantial online presence amplification and heightened audience engagement.

Customer Segmentation
 • Developed an autonomous **customer segmentation** system utilizing machine learning classifiers.
 • Employed **grid search** optimization, achieving a robust 90.32% precision in classifying clients from initial interactions.
 • Implemented comprehensive model evaluations, including **confusion matrices** and **learning curves**, to ensure accuracy and effectiveness.
 Repository: https://github.com/Goutham-Ravula/customer-segmentation

Market Basket Analysis
 • Developed a robust **Market Basket Analysis** project utilizing the **Apriori algorithm** for retail transaction data.
 • Conducted thorough preprocessing, applied the algorithm to unveil associations between products, and visualized results using scatter-plots, matrix graphs, and parallel coordinate graphs. Gained insights into customer purchasing patterns.
 Repository: https://github.com/Goutham-Ravula/market-basket-analysis/tree/main

Weight Class Prediction
 • Developed a robust ML model **weight classification** by integrating diverse and sophisticated **algorithms**, such as **Gradient** and **Cat Boosting**, and optimizing accuracy through **ensemble methods**.
 • Employed effective **data processing** techniques, including **ordinal** and **label encoding**.
 • Concluded the project by implementing a user friendly **prediction system**, allowing users to input **feature variables** for accurate weight class predictions.
 Repository: https://github.com/Goutham-Ravula/weight_class_prediction

SKILLS

- **Programming:** Python: Pandas, Matplotlib, Seaborn, Networkx, NumPy, Scikit-Learning
- **Database:** MySQL, PostgreSQL
- **Analytical Tools:** Tableau, Power BI, Microsoft Excel, Stata, SEO
- **Geospatial Analysis:** Folium, QGIS
- **Frontend Development:** HTML, CSS, JavaScript

CERTIFICATIONS

Machine Learning Specialization   **DeepLearning AI, Stanford University · 2023**
Successfully completed the Machine Learning Specialization, acquiring comprehensive knowledge in machine learning concepts. Applied advanced algorithms, conducted in-depth analysis, and employed visualization techniques to interpret complex data sets. Demonstrated proficiency in various aspects of machine learning through hands-on projects and assessments.

IBM Data Science Professional Certificate   **IBM · 2022**
Completed the IBM Data Science Professional Certificate. Acquired proficiency in Python and SQL for robust data manipulation, visualization, and analysis. Developed expertise in machine learning, statistical analysis, and data-driven decision-making. Applied advanced techniques to real-world projects, honing skills crucial for impactful data analytics in dynamic business environments.