VARSHITH KONDURU

(682)-403-8997 | varshithkonduru2345@gmail.com | https://www.linkedin.com/in/konduru-varshith/

EDUCATION

University of Texas at Arlington, Masters in Computer Science | **GPA: 4.00**   **August 2023 – December 2024**
- **Coursework:** Data Mining, Pattern Recognition, Machine Learning, Design and Analysis of Algorithm.

REVA University, Bachelor of Computer Science | **GPA: 3.90**   **August 2019 – August 2023**
- **Coursework:** Python for Data Analysis**,** Data Structures, Database Management System, Big Data Analytics.

SKILLS

Programming Language and Library: java, python, SQL, MATLAB, Matplotlib, Seaborn.

Data Analysis & Statistical Tools: Microsoft Power BI, Alteryx, MS-Excel, Apache Hadoop, Apache Spark.

Database Technology: MYSQL, Oracle, MongoDB.

Microsoft Suite / Version Control / Operating System: MS Word, MS PowerPoint, Git, Windows, Linux.

Cloud Technology and CRM Platform: Microsoft Azure, Amazon Web Services, Salesforce.

PROFESSIONAL EXPERIENCE

University of Texas at Arlington, Dallas, USA

Graduate Assistant   **March 2024 – Present**
- Transformed **data into actionable insights using Python, SQL, MATLAB, and MS-Excel**, delivering **strategic recommendations to UTA website**, that streamlined business operations, leading to a 20% boost in customer satisfaction.
- Generated **statistical reports and visualizations using Microsoft Power BI, Alteryx, and MS-Excel**, providing key insights for over 20 marketing campaigns, customer retention, brand awareness, and global expansion.
- Worked with senior leadership to develop and implement a **digital marketing strategy, utilizing Logistic Regression** to introduce new tactics that enhanced campaign performance by 50%, resulting in a 250% increase in revenue.

Informatica, Bengaluru, India

IT APPS and Analytics Intern   **August 2022 –March 2023**
- Led and deployed a **tailored E-mail feature for the Salesforce platform,** utilizing **SOQL and Einstein Analytics** for data analysis and system customization, which yielded a $100,000 cost reduction by aligning with precise client specifications.
- Implemented secure data management solutions on Salesforce, utilizing **Apex, SOQL, Salesforce Cloud, and Descriptive analytics**, resulting in $60,000 in savings and enhanced system efficiency.
- Engaged closely with a team of data engineers and BI analysts to reduce data redundancy by 85% through the strategic implementation of **density-based clustering techniques**, significantly enhancing data quality and integrity.

REVA University, Bengaluru, India

Research Assistant   **August 2019 – May 2023**
- Pioneered a **Cryptocurrency Prediction Model using supervised learning**, reducing model response times by 30% and efficiently managing data **using Java, MS-Excel, SQL, and Git integration**, demonstrating significant data handling.
- Performed complex data tasks and predictions **using SQL, Python and Alteryx** achieving a 99% success rate and sparking significant income growth through analytical and innovative approaches.
- Established a **feedback analysis mechanism using MLlib**, directly influencing the creation of over 10 user-demanded features and boosting customer satisfaction by 40%, showcasing adeptness in leveraging data for product improvement.

PROJECT

University of Texas at Arlington Global Volunteer Initiative: Empowering International Students   **December 2023**
- Developed **University of Texas at Arlington volunteer portal** using **Python, MYSQL, PyTorch, and MLlib** managing 500+ student profiles, auto-assigns participants to 50+ monthly projects, and analyzes engagement trends.
- Provided **volunteer matching, availability monitoring**, and impact quantification through **the statistical dashboard**.
- Innovated with **predictive analytics** within the portal software to forecast a 25% uplift in volunteer retention and a 20% improvement in **project completion metrics**, **optimizing resource allocation** and broadening community impact.

E-Commerce Analytics Architect: Mastering Data to Sculpt Business Growth and Customer Engagement   **May 2024**
- Constructed a **dashboard for E-commerce analysis**, a **user-friendly interface**, with the dashboard in place, achieved a 25% reduction in the time required for sales analysis resulting in faster decision-making processes.
- Created visuals for **RFM Analysis**, identifying most valuable customers **using Microsoft Power BI, Matplotlib, SQL**, leveraging these insights, increased customer retention rates by 15%, contributing to overall business growth.
- Integrated **K-Means Clustering** into tdashboard with email marketing platforms, payment gateways, and shipping providers, offering a holistic view of e-commerce operations and achieving a 20% boost in operational efficiency.