

KEERTHI MALATHKAR

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PROFESSIONAL EXPERIENCE

University of North Texas, Market Research Analyst | Denton, Texas

March 2024 - December 2024

- Built an **AI agent** to create and schedule personalized course ads across 4 platforms, optimizing posting times and content for student demographics, which led to increased enrollment growth.
- Developed interactive **Power BI** dashboards utilizing **DAX** to analyze **ROI** of online course **marketing campaigns**, leading to a 25% optimization in **ROAS**.
- Automated weekly social media ads click data using an **MS Excel macros/VBA** and **power query**, reducing data processing time by 48% and eliminating manual errors.

University of North Texas, Capital Planning Analyst | Denton, Texas

June 2023 - February 2024

- Constructed and executed a **Power Apps** application to transform data collection for Facilities inspectors during site inspections, leading to 90% increase in **productivity**.
- Built a **RAG-powered LLM** assistant using **LangChain** and **GPT-4** for construction policy document retrieval, reducing **search time** by 65% and ensuring 99% **compliance** accuracy.

Tata Consultancy Services, Data Scientist | Hyderabad, India

January 2019 - February 2023

- Spearheaded the development of automated reporting tools using **Python** and **Anaplan**, eliminating manual intervention, and reducing reporting time by 30%, while ensuring real-time insights into business processes.
- Engineered and optimized complex **SQL** queries in **Google BigQuery** for 1.3x faster data retrieval & transformation.
- Optimized **50+ email** campaigns through MailChimp **A/B testing**, decreasing **bounce rate** by 46%, increasing **page views** by 12%, and reducing **CPL** by 14% in two quarters.
- Developed and deployed a random forest-based churn **prediction model** with the platform team, resulting in a 25% increase in **customer retention** within six months, contributing to a projected \$2.6M annual **revenue growth**.
- Designed an ETL using **Alteryx**, and **spaCy** (Python) for e-commerce client, that assesses completeness, consistency, validity, and conformity, resulting in time savings by 92% in data management.
- Built an interactive **Power BI** reports to track supply chain KPIs, reducing **stock-to-sales ratio** by 35% and improving **resource allocation** efficiency by 45%.

PROJECTS

Research Copilot- HackUNT 2024

October 2024

Developed an ChatGPT based **Generative AI** driven Research assistant applications which helps professors and students to understand research papers in **5 minutes**. Helps to have QnA conversation with the Research Paper provided.

Humana - Mays Data Analytics Case Challenge

September 2024 - October 2024

Analyzed **1.5M+** patient behavior and healthcare utilization patterns using **LightGBM**, achieving a **71%** accuracy in predicting disengagement with Primary Care Physicians.

Operating Budget of Dallas

January 2024 - April 2024

Visualized city of Dallas operating budget in **Tableau** after transforming raw data with Tableau Prep Builder, revealing the **Water Utility Department** has the highest budget allocation at 21.97% and expenses at 20.18% for fiscal year 2023.

Apple Stock Price Prediction

August 2023 - December 2023

Developed an **LSTM** model using **Tensorflow** and **Keras** for time-series forecasting, achieving a 15% reduction in loss function and improving prediction accuracy.

EDUCATION

University of North Texas, MS Advanced Data Analytics - GPA: 4.0

January 2023 - December 2024

Relevant Coursework: Statistics, Deep Learning, Recurrent Neural Network, Agile for Analytics, Data Visualization

Osmania University, Bachelor of Engineering in Electronics and Communication Engineering – GPA: 3.58.

July 2015 - July 2018

SKILLS

Languages/Tools: Python, R, MySQL, HTML, SAS, Git, Airflow, Snowflake, Databricks, Linux, MLflow, VBA/Macros, Agile, ETL, GCP

Libraries/Framework: Pandas, Numpy, Scikit-learn, Matplotlib, Seaborn, TensorFlow, PyTorch, spaCy

Machine Learning: Classification, Regression, Clustering, Time-Series Analysis, Hypothesis Testing, RNN, CNN, Predictive Modeling, Recommendation Systems, NLP, LLM, ChatGPT, LangChain, AI Agent, HuggingFace

Soft Skills: Critical thinking, Problem solving, Data interpretation, Attention to details, Communication, Collaboration, Leadership

Certifications: Google Data Analytics Professional Certificate, **Associate Google Cloud Engineer Certification**, 5-Day Gen AI Intensive Course with Google on Kaggle