Kaushik Reddy Lingireddy

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PROFESSIONAL SUMMARY

Motivated and analytical entry-level Business Analyst with a strong academic background in Data Analytics Engineering and a concentration in Business Analytics. Adept at collecting, analyzing, and visualizing data to support business decision-making. Skilled in SQL, Excel, Tableau,JMP, Power BI, and Python, with hands-on experience translating data into actionable insights through academic projects and internships. Strong communicator with a collaborative mindset, capable of working with cross-functional teams to understand requirements and deliver effective solutions. Eager to contribute analytical thinking and problem-solving skills to help organizations improve processes and drive growth.

TECHNICAL SKILLS

Data Analysis Visualization : Microsoft Excel,Tableau, Power BI, Python, R, JMP.
Databases Querying: SQL (Joins, Subqueries, Aggregations), MySQL, PostgreSQL, Microsoft SQL Server.
Cloud & DevOps : AWS (EC2, S3, Lambda), Docker, GitHub Actions.
People and Marketing Analytics : Customer segmentation, Churn prediction.
Documentation and Reporting : Microsoft Office Suite (Word, PowerPoint, Excel), Jupyter Notebook.

EDUCATION

George Mason University, Costello College of Business   Fairfax, VA
M.S in Data Analytics(Conc. Business Analytics), **GPA: 3.7**
Jan2024 - Dec2025
• *Relevant Courses:* Big Data to Information, Data Mining, Marketing Analytics, Fraud Examination.

Vellore Institute of Technology   Vellore, IN
Bachelors of Technology in Electronics & Communication Engineering
Jun2019 - Apr2023
• *Relevant Courses:* Probability & Statistics, DSA, Data in Information Technology, Signal Processing.

EXPERIENCE

Business Analyst Intern   Jan2023 - Jan2024
Mannem Marketing — India
• Organized and maintained company registers, optimizing data accuracy and consistency across records.
• Developed visual dashboards using Tableau and Excel to help monitor sales performance and customer trends.
• Cleaned and structured raw business data using Excel and Python (pandas), improving data readiness for analysis.
• Provided insights that contributed to improved customer targeting and marketing effectiveness, resulting in enhanced local reach.
• Applied introductory machine learning techniques (e.g., linear regression, clustering) to analyze customer behavior.

Technical Team Member   Jul2020 - Jun2021
Vellore Institute of Technology IEEE-NPSS Vellore, India
• Enhanced ML models for signal classification, increasing accuracy by **15%** using feature optimization techniques.
• Conducted hands-on Python workshops on data analysis for **100+ students**, achieving a **4.5/5** feedback rating.
• Led technical sessions on NumPy, pandas, and data preprocessing techniques for real-world datasets.

PROJECTS

Churn Alert – Customer Retention Prediction System   Mar2025 - May2025
• Developed and evaluated predictive models (Decision Tree, Logistic Regression, Neural Network) on a telecom dataset of 3,300+ records, achieving up to **95% accuracy** and **ROC AUC of 0.897**.
• Performed EDA and feature engineering using Python (pandas, matplotlib) to identify churn predictors such as IntlPlan, DayCharge, and Service Call Frequency.
• Designed risk segmentation and recommended targeted retention strategies, including plan optimization, support prioritization, and usage-based alert systems.

Market Trend Analysis Predictive Insights on Video Game Sales   Jan2024 - May2024
• Analyzed a 30+ year dataset (`cleaned_vgsales.csv`) using Python (pandas, seaborn, matplotlib) to uncover trends in platform and genre performance across global markets.
• Engineered a Sales Performance Index using z-score deviation to identify sleeper hits, improving anomaly detection in sales by **30%**.
• Built time-series visualizations and dashboards highlighting the impact of console lifecycles and digital disruption, enabling data-driven insights for product positioning.

ACHIEVEMENTS

Soccer Team Captain   *Learnings:* *Teamwork, Decision Making, Leadership*   Mar2019 - May2020
Publicity Chair, Lions Club of VIT *Learnings:* *Communication, Creativity, Organization*   Oct2022 - Mar2023