Charan Yellanki

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EDUCATION

Georgia State University

Dec 2024

Master of Science in Data Science and Analytics

Atlanta, GA

Related coursework: Machine Learning (ML), Computational Intelligence, Big Data, Data Mining, Statistics

Certifications: Azure AI Engineer Associate, DataCamp certified Data Scientist.

PROFESSIONAL EXPERIENCE

TK Elevator

Jun 2024 – Present

AI/ML Engineer

Atlanta, GA

- Architected a RAG-based chatbot with Azure OpenAI and AI Search, enabling the sales team to access product documents, reports, and battle cards 10x faster, boosting decision-making and productivity.
- Developed a Random Forest model to predict service contract cancellations with risk factor insights and explainable predictions. Integrated results into a Power BI dashboard, enabling proactive retention strategies that improved early detection by 30% and contributed to \$40M in annual savings.

Georgia State University

Aug 2023 - Apr 2024

Data Scientist (GRA)

Atlanta, GA

• Enhanced a customer retention initiative at QNBT bank, integrating ensemble ML algorithms (Logistic regression, XGBoost, and business logic) reducing churn by 15%, saving bank over \$1 million in potential revenue loss.

Armorblox Sep 2021 – Jul 2023

Data Analyst

Bengaluru, India

- Built an Automated Labeling Pipeline and a Model Retraining Pipeline, streamlining email classification, accelerating retraining by 5x, and achieving \$100K+ in annual savings.
- Developed SVM models for email threat detection, achieving 92% accuracy and reducing false positives by 15% and collaborated with R&D to integrate RoBERTa for improved classification.
- Led a team of 6 data analysts in cross-functional collaboration on A/B testing, ML model updates, research on zero-day phishing attacks, and the development of internal tools for data curation, visualization, and analysis.

TECHNICAL SKILLS

- Programming and Frameworks: Python, SQL, Scikit-Learn, TensorFlow, PyTorch
- Big Data and Cloud Tools: Spark, ETL, GCP (Vertex AI, BigQuery), Azure (Azure ML, Azure AI Services)
- Machine Learning and AI: Deep Learning, NLP, LLMs, GenAI, Agentic AI, Statistical Analysis
- Tools & Platforms: PowerBI, Tableau, Git, Docker, JIRA, Databricks, MS Excel and PowerPoint

PROJECTS

Demand Forecasting for Retail Pricing Strategy | Python, Prophet, Streamlit

• Built a demand forecasting model to predict sales volume based on seasonality, promotions, and external factors. Improved inventory planning and reduced stockouts by 20%, minimizing revenue loss.

Customer Segmentation & Lifetime Value Prediction | Python, K-Means, Tableau

• Segmented 50k+ customers for personalized marketing, boosting repeat purchases by 15%. Predicted customer lifetime value (CLV) using regression models to prioritize high-value customers for targeted campaigns.