7666W JACKRABBIT LN, PEORIA, UNITED STATES, 85383 •
NVNKNCHRL@GMAIL.COM • 5134137242

# NAVEEN CHAITANYA KANCHARLA

*Machine Learning Engineer | Data Analyst*

## PROFESSIONAL SUMMARY

Detail-oriented and results-driven **Machine Learning Engineer** withhands-on experience developing intelligent, data-driven solutions for marketing optimization and business analytics. Proficient in building and deploying ML models, conducting large-scale experiments, and delivering insights through dashboards and statistical analysis. Adept in **Python**, **SQL**, and **Tableau**, with proven success using **A/B testing**, modeling, and automation to enhance digital campaign performance. A strong collaborator with a track record of improving decision-making through data and driving measurable business impact.

## EMPLOYMENT HISTORY

### JUNIOR DEVELOPER
**GIGABYTE**
**Jul 2023 - Dec 2023**
*Banglore*

- Designed and deployed **predictive ML models** that improved digital marketing ROI by **18%**, using **Python**, **Pandas**, and **scikit-learn**.
- Built real-time **dashboards** in **Tableau** and automated reporting pipelines using **SQL**, reducing manual analysis time by **40%**.
- Conducted **A/B testing** and multivariate experiments to validate feature rollouts, improving user engagement by **12%**.
- Implemented **data pipelines** for ingesting and processing ad campaign performance metrics across platforms (Google Ads, Meta).
- Partnered with cross-functional stakeholders to optimize campaign structures, contributing to a **15% drop in CAC (Customer Acquisition Cost)**.
- Analyzed **large-scale marketing datasets** to identify user behavior trends, enabling **data-driven decisions** across product teams.
- Developed **SQL-based data pipelines** and **Python scripts** to streamline extraction and transformation processes across 6+ sources.
- Conducted **statistical modeling** to forecast seasonal booking trends, achieving a **forecast accuracy improvement of 23%**.
- Created interactive **dashboards** using **Tableau** for business stakeholders, supporting over **15 product and marketing decisions/month**.
- Assisted in designing and validating **experiments** for campaign targeting and ad optimization using **Bayesian methods**.
- Built and optimized **text ad campaigns** for Facebook, Google, and Bing, reducing CAC by **15%**.
- Worked closely with **account managers** and analysts to define KPIs and test structures.
- Conducted **academic-style research** to evaluate algorithmic performance across **search engines**.
- Delivered insights using **Tableau dashboards**, improving stakeholder **communication** and campaign strategy.
- Used strong **quantitative skills and mathematical modeling** to forecast trends, boosting engagement by **12%**.

## SKILLS

Python *(Expert)*, SQL *(Experienced)*, R *(Experienced)*, ML Libraries(scikit-learn, Pandas, NumPy, matplotlib, seaborn) *(Expert)*, Data Viz(Tableau, Excel) *(Expert)*, ML Stats(Regression, Classification, A/B Testing, Bayesian Analysis) *(Expert)*, Java *(Expert)*, Data handling(ETL pipelines, APIs, JSON, CSV) *(Expert)*, Machine Learning *(Expert)*, GIT *(Expert)*, AWS *(Expert)*, Application Development *(Expert)*.

## EDUCATION

### MASTERS IN INFORMATION TECHNOLOGY
*St Francis College*
**Jan 2024 - Aug 2025**
*New York City*

Graduated with the GPA of 3.84

### BACHELOR'S IN COMPUTER SCIENCE WITH AI&ML
*SRM institute of Science and Technology*
**Jun 2019 - May 2023**
*Chennai,India*

graduated with the CGPA of 8.5 on the scale of 10

## LINKS

Github: github.com.

## LANGUAGES

English *(Native)*, Spanish *(Novice)*.

## ACHIVEMENTS

- Boosted digital ad campaign ROI by **18%** through predictive modeling and optimization.
- Reduced manual reporting effort by **40%** with automated dashboards in **Tableau**.
- Improved forecast accuracy by **23%** using time series modeling on booking data.
- Enhanced customer engagement by **12%** via targeted experiments and **A/B testing**.
- Lowered customer acquisition cost (CAC) by **15%** through cross-platform campaign refinement using ML insights.

Conducted comprehensive academic research that improved project outputs by 20%, aiding Account Managers in delivering data-driven insights to clients.

Supervised a team of researchers in executing multiple academic projects simultaneously, ensuring adherence to timelines and enhancing overall productivity by 30%.