


PRASUNA MITIKIRI

CONTACT

+1 605-545-7372

mitikiri.prasuna@gmail.com

 [LinkedIn](#)

 [GitHub](#)

SUMMARY

A recent graduate with data science Internship experience and four years of working experience as a market analyst. Adept at data analytics, marketing analytics, and statistical modeling. Have hands-on experience dealing with large unstructured data. With a team-oriented attitude, seeking a challenging role where I can leverage the knowledge and, experience I have gained while enhancing my skills.

EDUCATION

MS Data Science & Analytics

August 2019 – August 2021

*University of Oklahoma
(Norman, Ok) GPA: 3.89*

Relevant Courses

- Machine Learning
- Applied Statistics
- Metaheuristics
- Algorithms
- Database Management
- Text Analytics
- Data Analytics
- Data mining
- Python Programming
- R Programming

BE Computer Science

August 2007 – May 2011

*Jawaharlal Nehru Technological
University
(Anantapur, India)*

EXPERIENCE

Data Scientist Intern - Paycom

Remote – Oklahoma City, OK (May 2021 – Aug 2021)

- Analyzed and extracted customers' data of being a prospect to becoming a customer using SQL.
- Applied data visualizations to explore the unstructured time series data using python to identify high-value customers.
- Preprocessed and consolidated the customer's sales data for modeling.
- Built suitable classification models for highly imbalanced data to predict the upsell of products. The model was able to predict 75 percent of true upsells.
- Performed prescriptive analysis on the preprocessed data to generate recommendations for potential customer retention.
- Created reports with visualizations to present the deliverable insights to the marketing and sales team.

Graduate Research Assistant – University of Oklahoma

Norman, OK (May 2020 – Aug 2020)

The Accelerated Bridge Construction (ABC-UTC) project with the goal of developing a web application that designs customized closure joints while achieving the maximum service life of the closure joints:

- Translated the design solutions into UML use cases and developed UI using Django framework, and JavaScript.
- The interactive UI requires users (construction engineers) to provide a set of inputs associated with climatic conditions, location, traffic load, etc.

SKILLS

Programming: Python, R, SQL, Django framework

Data Visualization: Python (Matplotlib, Seaborn), Tableau

Machine Learning: Supervised, Unsupervised learning

Exploratory Data Analysis

Time Series Analysis

Natural Language Processing

Statistics and Probability

Recommender System

Customer Retention

Market Research/ Data Quality Analysis

JavaScript, HTML, CSS

Market Research Analyst – *Techgene Solutions*

Hyderabad, IN (Jun 2016 – Feb 2017)

- Prioritized organizational needs, analyzed marketing conditions, and collected the data to identify prospects.
- Explored the data, extracted the key insights to predict potential customers.
- Performed email campaigns to the leads of prospects using popular mailing tools like Zoho, MailChimp for potential sales.

Market Research Analyst – *Repherrals Software Solutions*

Hyderabad, IN (Feb 2013 – Mar 2016)

- Identified business objectives, tracked industry marketing trends, and collected the required data.
 - Forecasted potential clients by analyzing the extracted data.
 - Generate leads of prospects using free online resources and store the data for reusability.
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PROJECTS

Movie Recommendation Engine:

- Aggregated movie data from IMDB and Rotten Tomatoes, built a content-based recommendation engine for guest users.
- Built a model using K-means clustering and K-Nearest Neighbors data mining techniques to generate recommendations.
- The model outperformed during the evaluation phase by recommending similar movies based on the user's interests.

Market Basket Analysis – Prescriptive Analysis:

- Gathered users' transaction data of a specific store.
- Implemented Apriori algorithm and built a model in Python that takes the transaction data and generates a list of associated products/ items on given 'support' and 'confidence'.
- Ran several test cases to evaluate the associated products.

Document Redaction – Natural Language Processing (NLP):

- The main goal of this project is to redact sensitive information in the documents while retaining the overall context using NLP.
- Performed text analysis using Python libraries NLTK, Spacy, regular expressions, etc., identified, and censored entities like name, address, contact number, etc. of a given document.

Additional Projects:

- Seattle Airbnb listings – Supervised Predictive analysis
- Cuisine Analysis based on the ingredients – NLP
- Norman Police Department report of incidents – Web scraping, NLP