

# HARIKA REDDY PULI

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## Education

### Villanova University

Master of Science in Computer Science, CGPA : 3.62 / 4

August 2021 - May 2023

Villanova, Pennsylvania

### Amrita Vishwa Vidyapeetham

Bachelor of Technology in Computer Science & Engineering, CGPA : 8.41 / 10

June 2016 - June 2020

Coimbatore, Tamil Nadu, India

## Work Experience

### Office of Advancement, Villanova University

Graduate Assistant, Digital Fundraising Analytics

February 2022 - Present

Villanova, Pennsylvania

- Examining digital fundraising data in relation to key performance indicators, reporting formats, and data visualizations by using tools such as Excel, PowerBI, Salesforce, and Google Analytics. Working closely with the management to carry out the university's initiatives.
- Tracking email, social media & stewardship campaign data throughout the year, and analyzing their performance through web analytics.
- Built and managed 20+ dashboards related to digital fundraising metrics and updated the existing tracking system for business strategies.
- Assumed responsibility for predictive fundraising analytics to answer critical business questions for the team via propensity modeling.

### LatentView Analytics Pvt Ltd.

August 2020 - July 2021

Data Analyst

Chennai, India

- Developed an automated product classification model that classifies more than 1 million monthly products across the client's website advertisement spaces into their respective e-commerce taxonomy with Transact SQL, Python, PySpark, and Text Mining.
- Extracted data and validated the classification results with Machine Learning algorithms and achieved greater than 90% accuracy.
- Created and maintained detailed weekly automated reporting using Data Science pipelines to analyze the categorized data.
- Collaborated with the client and provided valuable business insights which boosted the sales leads and the client's market share.
- Proposed solutions to improve reporting efficiencies and assisted the team in successful client engagement.

### Product Developer Intern

January 2020 - August 2020

- Designed and developed an "Auto-Detect and Validate" data types and date formats feature with Python, Flask, Docker, PostgreSQL, and Azure for an AI-driven conversational and analytical product.
- Integrated the enhancement as it can detect 10+ data types and over 100 different date formats and increased validation score by 98%.

### Product Developer Summer Intern

April 2019 - June 2019

- Conducted research on domain intelligence and agile methodologies for the product. Understanding the product's business and market.
- Collaborated on requirements analysis, dataset preparation, and preprocessing, a comparative analysis of upcoming features and business competitors, as well as testing and quality assurance.

## Skills Summary

**Languages:** Python, Java, C, HTML/CSS, JavaScript, SQL.

**Developer Tools:** VS Code, Eclipse, Salesforce, Android Studio.

**Databases:** RDBMS, Oracle, MySQL, FireBase.

**Visualization Tools:** Excel, Tableau, PowerBI, Google Analytics.

## Achievements / Certifications

- Won 3rd prize in NASA AMES Space Settlement Design Contest.
- Foundations of Data, Google Data Analytics by Google.
- SQL for Data Science by the University of California, Davis.
- Python Coding by HackerRank.
- Intermediate SQL by HackerRank.

## Projects

### Data Analytics

February 2022

- Topic:** Covid-19 analysis for the United States.
- Objective:** A detailed comparative analysis of the COVID-19 impact on the United States and other nations from 2020-2022.
- Tools/Techniques:** Data Science Pipelines, Excel, Tableau.
- Outcome:** Indicating and reporting on the trends, peaks, and key findings from the covid-19 data.

### Health Informatics & Neural Networks

June 2022

- Topic:** Neuronal Network Simulation.
- Objective:** Perform scrum master responsibilities along with developing a neuronal network configuration and simulating the functioning of a neuronal impulse mathematically.
- Tools/Techniques:** Python, Pandas, NumPy, JavaScript.
- Outcome:** A successful network simulation, effective project communication skills, and risk management.

### Python with Machine Learning

August 2019

- Topic:** Hotspot identification for train delays in India.
- Objective:** Identifying "hotspots" (train stations where there are maximum delays) throughout Tamil Nadu and Kerala states in southern India.
- Tools/Techniques:** Python, Pandas, NumPy, Machine Learning and Data Mining concepts, Tableau.
- Outcome:** Analysis and visualization of hotspots.

### Machine Learning with NLP

October 2021

- Topic:** Contract Intelligence.
- Objective:** Extracting key terms and clauses in contracts from their raw form i.e., pdf, text, or image format using ML algorithms.
- Tools/Techniques:** NLP, Python, NER model.
- Outcome:** Contracts conversion, Entity extraction, Analysis, and Visualization of insights in Tableau.

## Relevant Coursework

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|-----------------------------------|---------------------------------|---|
| • Data Structures                 | • Python & Machine Learning     | • Data Analytics                                  |
| • Design & Analysis of Algorithms | • Database Systems & Management | • Pattern Recognition & Problem Solving           |
| • Statistics                      | • Software Project Management   | • Health Informatics with Artificial Intelligence |