

# Renu Sree Paruchuri, MBA

(413) 466-1929 | [Linkedin.com/in/renu-sree-paruchuri/](https://www.linkedin.com/in/renu-sree-paruchuri/) | [rparuchuri@umass.edu](mailto:rparuchuri@umass.edu) | [GitHub](#)

## EDUCATION

### University of Massachusetts Amherst, Isenberg School of Management

*Master of Science in Business Analytics*

Candidate, December 2024

- *Relevant coursework:* Business Intelligence & Analytics, Data Management for Business Leaders, Statistics for Business, Financial & Managerial Accounting, Data Science for Business, Data Mining, Business Application Development in Python, Supply Chain Analytics, Data Visualization in Business, Project Management
- Cumulative GPA 4.0/4.0

### Alliance University, Alliance School of Business

*Master of Business Administration; Marketing focus*

Bangalore, Karnataka, India

January 2023

- Awarded Gold Medal for securing 1<sup>st</sup> rank and achieving academic excellence; cumulative GPA 3.9/4.3

### Jawaharlal Nehru Technological University Hyderabad, Vijaya Engineering College

*Bachelor of Technology, Computer Science & Engineering*

Khammam, Telangana, India

September 2020

- Cumulative GPA 8.77/10

## PROJECT EXPERIENCE

### Data Management for Business Leaders: Best Place to Live

- Created an interactive dashboard using Excel to determine best place to live based on users' perspective
- Used advanced MS Excel functions like VLOOKUP, XLOOKUP, Slicers, Power Query, Pivot Tables to create dashboard

### Business Intelligence & Analytics: Trends in the Movie Industry

- Developed research questionnaires, performed data cleaning, and created interactive dashboards with Tableau to perform the data visualization about the trends in the movie industry using charts such as bar graphs, scatter plots, bubble graphs.

### Data Science for Business: Breast Cancer Detection

- Developed a machine learning model to detect breast cancer focusing on data preprocessing, exploratory data analysis and model training; successfully implemented Decision Tree and Random Forest algorithms achieving higher accuracy.

## EMPLOYMENT

### Enquero – A Genpact Company

*Operations Consultant Intern*

Bangalore, India

March-July 2023

- Led team as Agile Scrum Master and delivered product on time, effectively managed project and exceeded client's expectations; completed Anaplan Level-1 Model Building certification and basic o9 certifications; gathered and communicated requirements, created User Stories, Business Requirements Document, Wireframes, Workflow diagrams, Test cases, User Acceptance Testing and Documentation

### Verzeo EduTech Private Limited

*Digital Marketing Intern*

Remote

January-February 2023

- Identified suitable keywords by conducting keyword research and created blog to increase followers
- Suggested effective content marketing strategies including social media promotion, email campaigns, and influencer outreach strategies; created sample mind maps

### Skolar EdTech Private Limited

*Business Development Trainee*

Bangalore, India

December 2021-February 2022

- Generated and converted leads increasing sales and revenue; achieved top performer, onboarding 25 new customers and generating projected revenue of INR 150,000 due to superior client management and problem solving

## LEADERSHIP

### Markatrix Club, Alliance School of Business

July 2022-December 2022

- Planned and promoted *Maitri Fest* event and provided program management for *Kaun Banega Business Tycoon*

## SKILLS

**Computer:** Tableau, Power BI, MS Office (Excel, PowerPoint, Word, Outlook), Advanced MS Excel (VLOOKUP, XLOOKUP, Pivot Tables, Pivot Charts, Power Query, Power Pivot, What-If Analysis, Solver, Macros), SQL, HTML, Python (NumPy, Pandas, Matplotlib, Seaborn, scikit-learn, Statsmodels), R language basics, Entity-Relationship Modelling, Relational Database Modelling, Normalization, SPSS

**Soft skills:** Analytical Mindset, Critical Thinking, Problem-solving, Enthusiasm, Empathy, Time Management, Adaptability, Flexibility