

# RITHIKA KOTHAPALLI

India | 85238 38232 | [rithikak@bu.edu](mailto:rithikak@bu.edu)

## PROFESSIONAL SUMMARY

Data Scientist with 2+ years of experience in Applied AI and Data Analytics. Skilled in Python, SQL, PyTorch, and Transformers. Experienced in working with large datasets, statistical modeling, and generating actionable insights. Proficient in Power BI and open to learning tools like Power Automate and SharePoint.

## EXPERIENCE

**Cron Infotech LLC, VA:** Sep 2023 - Current  
Data Scientist:

- Forecasted trends and analyzed user behavior by building SARIMA and LSTM models; drove insights and pattern recognition using Gen AI, transformers, and Bayesian analysis; deployed and optimized models via AWS Lambda and FastAPI with dashboard integration.

**CSI Interfusion, Hyderabad, India:** May 2022 - Nov 2022  
Data Scientist:

- Identified customer behavior patterns and improved campaign effectiveness by developing segmentation and time series models; applied supervised learning and statistical modeling to support complex analysis; used SQL, Python, NLP, LLMs, and Power BI/Tableau for insight generation and chatbot support.

## SKILLS

**Programming Languages:** Python, SQL, R, SAS, MATLAB, C  
**Data Science & ML:** Statistical Analysis, Deep Learning, NLP, Sentiment Analysis, Gen AI, Supervised & Unsupervised Learning, Predictive Analytics, Large Language Models (LLMs), MLOps, CI/CD, Git, Github, Fast API, Streamlit, RAG  
**Big Data & Analytics:** Hadoop, Databricks, Apache Spark, Apache Airflow, ETL/ELT, Snowflake, Data Streaming  
**Visualization:** Tableau, Power BI, DAX, Microsoft Excel, Looker, Google Data Studio, Power Automate and SharePoint  
**Cloud Platforms:** Amazon Web Services (AWS), Google Cloud Platform (GCP)

## EDUCATION

**Boston University, Boston, MA:** Sep 2023 - Jan 2025  
M.S in Applied Data Analytics  
*Related Coursework:* Time Series Analysis, Machine Learning, Deep Learning, Predictive Analysis, Big Data Analytics, Data Mining, Feature Engineering, Web Mining, Database Management Systems, Data Visualization, Reporting.

**VNR Vignana Jyothi Institute of Engineering and Technology, India:** Aug 2019 - May 2023  
B.Tech in Electronics and Instrumentation Engineering  
*Related Coursework:* Data Structures & Algorithms, Digital Signal Processing, IOT, Robotics and Applications, Virtual Instrumentation, Signals & Systems, Control Systems, Digital Signal Design, Microprocessors and Microcontrollers.

## PROJECTS

**E-Commerce Customer Purchase Prediction & Recommendation System:** Dec 2024 - Jan 2025

- Improved targeting and marketing optimization by developing a customer acquisition forecasting model and recommendation engine; applied predictive analytics, probability modeling, and collaborative filtering using unstructured data; leveraged statistical techniques and cloud tools for scalable insights using R and Python.

**AI-Powered Financial Insights Chatbot:** Oct 2024

- Built an NLP-based chatbot using RAG, LLMs, FAISS, and PyTorch for real-time financial decision support; integrated GPT-3.5 with prompt engineering for response generation. Deployed via FastAPI with real-time metric tracking, while exploring design workflows aligned with Copilot, Gemini, and Dale GenAI tools.

**Scalable Churn Prediction with MLOps and Databricks:** Jun 2024

- Increased retention visibility by developing a real-time churn prediction system using Apache Spark, Databricks, and automated MLOps pipelines; deployed models with MLflow and Kubeflow on AWS Lambda; enabled KPI tracking and churn analysis through scalable Looker dashboards.

**Digital Marketing Analytics: Campaign Performance Optimization:** Dec 2023

- Enhanced campaign performance by creating automated dashboards in Tableau using GA4 and BigQuery data; applied statistical modeling, A/B testing, and EDA to generate insights, monitor KPIs, and support data decisions.

## CERTIFICATIONS

BCG - Data Science Jun 2024 - Aug 2024  
Coursera - Google Data Analytics Jan 2023 - May 2023  
PWC - Power BI Jun 2022 - Nov 2022