

# Rohith Reddy Kolanu

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## Summary

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Results-driven Business & Data Analytics professional pursuing a Master's in Business Analytics with strong foundations in Data Science, Artificial Intelligence & Machine Learning. Skilled in Python, SQL & Power BI to transform complex datasets into actionable insights that drive efficiency and strategic decision-making. Proven ability to deliver high-impact projects and process improvements by combining business acumen with technical expertise across financial, business, and data domains.

## Education

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### University of Massachusetts Amherst

Amherst, MA

Master of Science in Business Analytics, Data Analytics

Aug 2024 - May 2026

**Relevant Coursework:** Data Management, Business Intelligence, Business Applications with Python, Machine Learning, Project Management, Financial Technology, Data Science, Data Visualization, Artificial Intelligence

### Osmania University

Hyderabad, India

Bachelor of Business Administration, Finance

May 2019 - Jul 2022

**Relevant Coursework:** Economics, Organization Behavior, Statistics, Accounting, Marketing Research, Risk Analysis, Insurance Services, Business Law & Ethics, Management Science, Banking, Investment Analysis

## Experience

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### Broadridge

Hyderabad, India

*Process Analyst*

Aug 2022 – Jul 2024

- Collaborated with the Desktop Publishing Group and Client-Facing teams to proofread and process 2,000+ documents, websites, and HTML emails, achieving 99% accuracy and meeting all Service Level Agreements.
- Processed 300+ requests in a single month during peak season with 99% accuracy, reducing processing time by 20%, and received the Customer Advocate & Excellence Awards for high performance and innovative initiatives.
- Developed an automated Excel workbook to efficiently track team utilization, reducing manual effort by 50%; trained and mentored associates on its functionality, and delivered monthly reports using PowerPoint and Power BI to improve reporting accuracy, visualize key metrics, and support strategic, data-driven decision-making.

## Projects

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### Loan Default Risk Assessment Using Machine Learning - [GitHub](#)

- Analyzed loan default risk using a dataset of 45,000+ borrowers, identifying key predictors such as prior defaults, loan to income ratio, and interest rates, achieving up to 89% accuracy and 91% recall for defaulters effectively and consistently.
- Built and evaluated 6+ machine learning models with threshold optimization and ensemble techniques, improving default detection recall by 15% while maintaining balanced precision to support risk aware lending decisions at scale.

### Predicting Used Car Prices Through a Machine Learning-Based Regression Model - [GitHub](#)

- Developed and evaluated Machine Learning models including OLS, Random Forest, and XGBoost, benchmarking each model's performance to identify the most reliable approach for used-car price prediction with greater precision.
- Achieved strong predictive performance with XGBoost, producing RMSE of 16.2%, MAE of 12.8%, and MAPE of 1.37%, accurately estimating used-car prices based on key specifications such as engine size, horsepower, mileage, & vehicle size.

## Certifications

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Python for Data Science, AI & Development • AWS Cloud Practitioner Essentials • Microsoft Power BI - Beginner to Pro • Learning Excel Desktop (Microsoft 365) • Alteryx Bootcamp • Supply Chain Analytics Foundations • Six Sigma Foundations • Git Essential Training • The Complete Investment Banking Course 2023 • Financial Markets

## Technical Skills

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**Programming & Databases:** Python, R, SQL, PostgreSQL, MySQL, NoSQL, Git

**Libraries & Frameworks:** NumPy, SciPy, Pandas, Matplotlib, Seaborn, Plotly

**Machine Learning & Artificial Intelligence:** Scikit-Learn, TensorFlow, PyTorch, Keras, Regression, Classification, Clustering, Deep Learning, Neural Networks, Natural Language Processing

**Cloud & Big Data Analytics Tools:** AWS, Google BigQuery, Microsoft Azure, Snowflake, Apache Spark, Hadoop, Apache Airflow, Apache Kafka

**Business Intelligence Tools & Analytics Software:** Tableau, Microsoft Power BI, Microsoft Excel, Alteryx