

Rohith Reddy Kolanu

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Summary

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

University of Massachusetts Amherst

Master of Science in Business Analytics, Data Analytics

Amherst, MA

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

Bachelor of Business Administration, Finance

Hyderabad, India

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

Broadridge

Process Analyst

Hyderabad, India

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

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

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

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