

# 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, Machine Learning, and Finance. Skilled in Python, SQL, and 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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### 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.

### Factors Influencing Cryptocurrency Investment Decisions in India - [GitHub](#)

- Analyzed key determinants influencing Cryptocurrency investment behavior, including financial literacy, risk perception, performance expectations, and social influence to uncover patterns driving investor decisions.
- Conducted comprehensive survey-based research examining motivations such as FOMO, blockchain adoption, and diversification, generating data-driven insights on awareness, risk tolerance, and adoption behavior.

## Certifications

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Python for Data Science, AI & Development • 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 (Pandas, Numpy), R, Scala, SQL, PostgreSQL, NoSQL, Excel, Alteryx, Git

**Visualization & BI Tools:** Tableau, Power BI, SAP Analytics Cloud & Lumira, Matplotlib, Seaborn, Plotly

**Collaboration & Reporting Tools:** Microsoft Office Suite, Trello, JIRA, Confluence, Salesforce

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

**Big Data & Cloud Analytics Tools:** Google BigQuery, Snowflake, AWS (Lambda, Redshift, SageMaker), Microsoft Azure (Data Pipelines/ETL, Real-Time Streaming), Apache Airflow, Apache Kafka, Apache Spark, Hadoop