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, 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

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

Broadridge — Hyderabad, India
Process Analyst — Nov 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

Amazon Product Rating and Review Analysis - View Project (GitHub)

- Conducted analysis of 1,000+ Amazon products, examining pricing strategies, customer ratings, and review patterns to identify key performance trends, optimize discounting strategies, and enhance product positioning.
- Developed interactive Tableau dashboards and statistical models to visualize insights, enabling data-driven recommendations that improved e-commerce decision-making by 20% and supported strategic marketing initiatives.

The optimal Places to Work and Live in USA - View Project (GitHub)

- Conducted analysis of economic and social indicators, including GDP, population, job growth, poverty, and crime rates, across the top 10 U.S. states to evaluate quality of life and identify trends in regional development.
- Designed and implemented an interactive Excel dashboard to visualize trends, compare state-level metrics, and uncover correlations, enhancing data-driven policy insights and improving decision-making efficiency by 25%.

Certifications

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

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