Sai Vaishnav Vinjamuri

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EDUCATION

University of Maryland, Robert H. Smith School of Business — **College Park, MD, USA**
Master of Science in Business Analytics — December 2022

- **Leadership Experiences**: Vice President - Smith Masters Business Analytics Association, Masters service-learning club, Treasurer- UMD Squash Club, Impact Consulting Fellowship, TerpTax Volunteer, UN Global Volunteer.

Sreenidhi Institute of Science and Technology — **Hyderabad, TS, India**
Bachelor of Technology, Electronics — May 2021

TECHNICAL SKILLS

- **Programming:** Python (Django, Matplotlib,NLTK, Sci-kit), SQL(PostgreSQL), R (dplyr, stringr, ggplot2, caret, vcd).
- **Core Skills:** Statistics, Data Modeling, Artificial Intelligence, A/B Testing, Supervised/Unsupervised ML, Data Interpretation, Business Intelligence,Qlik, Consulting, Strategy, Simulation,Finance, SAP.
- **Tools:** Advanced Excel (Stat Tools, Precision Tree, Pivot Tables, Solver), Power BI, Arena, Google Colab, Ruby, Data Warehousing, Apache Spark, Hadoop, Azure, Data Wrangling, Digital Marketing, MS Office Suite, Hive, Pig, AWS, ETL.

PROJECT EXPERIENCE

Restaurant Review Analysis: (Natural Language Processing (NLP), MySQL, Database)

- Collected, Integrated & analyzed data from Google Maps & Yelp to improve management decision making.
- Extracted data for text mining operated by Google APIs, to leverage web scraping processed data on MySQL Server.
- Prepared Tableau dashboards to identify customer segments for targeted marketing campaigns to increase business.

Data Analytics to Increase Event Participation and Attract First Time Attendees (Python, Jupyter)

- Suggested proposals to UMD Alumni to increase event Participation of Attendees based on historical data.
- Performed data cleaning in Python leveraging NumPy's, Pandas, Seaborn, Plotly analyzed to derive insights.
- Built Prediction Models with scikit Learn to forecast the number of desired attendees in multiple scenarios.

Ad Block Fraud Detection (Predictive Modeling, Extreme Gradient Boosting, Ada Boosting, K-Means Clustering)

- Implemented model techniques to classify misclassification of a transaction: Genuine or fraud(FalsePositives)
- Illustrated models such as Naïve Bayes, Decision trees, KNN etc and projected the analysis of ROC charts.
- Analyzed comparisons with other models & obtained accuracy of 92% for Random Forests, Neural networks.

An Accurate Prediction of Miles Per Gallon Leveraging Regression Model of Machine Learning (Linear, Logistic, Lasso)

- Created reliable estimator for MPG with given specs about vehicle's objective to utilize fuel efficiently
- Determined Algorithms implemented were Data preprocessing Linear, Logistic & Lasso Regression Protocols.

Handwritten Digital Recognizer (Deep Learning & Neural Networks)

- Classified Numerical digits comprising of 1 million Handwritten images from Kaggle dataset competition.
- Demonstrated model using Keras with an epoch of 1000 using layers ReLu etc & attained Accuracy of 99.3%.

WORK EXPERIENCE

Fem Equity — **Baltimore, MD, US**
Strategy and Leadership consultant (Risk & Price Revenue Optimization) — Feb 2022 – May 2022

- Incorporated strategic Partnerships with Governance, Non-Profits & Programs to Provide Education, resources, tools to women to make empowered decisions for career success & Financial Security for an Equitable society.
- Rebranded Fem Equity's Coaching / Consulting Model's Pricing strategy leading to more sustainable Business growth.

KPMG — **Melbourne, Australia**
Consulting Analytics Intern (Data Visualization & Web Analytics) — May 2020 – July 2020

- Identified Data Quality Issues in client's dataset and constructed Strategies to Mitigate these issues.
- Developed results with 37% High Value Customers of Target based on Customer demographics and attributes.
- Examined forecast Analysis on Database for customer targeting, Assessed and proposed multiple ways for data cleaning, created analytical dashboard, used Data Studio & Tableau for visualization and to present insights.