SAMUEL SUBHAKAR PULAPAKURI

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LinkedIn

SUMMARY

Analytical and detail-oriented Business Analytics graduate student with hands-on experience in predictive modeling, data visualization, and business development. Adept in SQL, R, Python, Rapid Miner, and Tableau. Proven ability to derive actionable insights from complex data to drive strategic decisions. Passionate about leveraging data to solve business challenges and optimize performance.

EDUCATION

MERCER UNIVERSITY   **Atlanta, Georgia**
Master of Science in Business Analytics   *December 2025*
Relevant Coursework: Predictive Modelling, Data Mining, Business Statistics, Machine Learning, Marketing, Financial & Management Analytics

DR. LANKAPALLI BULLAYYA COLLEGE   **Visakhapatnam, India**
Bachelor of Business Administration – Marketing of Services   *May 2022*
Relevant Coursework: Managerial Economics, Business Ethics & Corporate Governance, Business Law, Marketing Management, Marketing of Services & Global Marketing

CORE COMPETENCIES

Technical Skills: MySQL, PostgreSQL, SQLite, Python, R, RapidMiner, Tableau, Power BI, Excel (PivotTables, VLOOKUP)
Hard Skills: Machine Learning, Regression Analysis, Data Analysis, Forecasting, Data Preprocessing, Predictive Modeling, Business Intelligence, Data Visualization

ACADEMIC PROJECT EXPERIENCE

Delta Airlines Equity Research and Valuation
- Built a 10-year Discounted Cash Flow and Relative Valuation model to estimate Delta's intrinsic value.
- Forecasted free cash flows (2025–2035) and derived a target price of $79.29 with ~40 % upside.
- Performed financial ratio, liquidity, profitability, and leverage analysis to support a BUY recommendation.
- Applied sensitivity and scenario analysis using data from Delta's 10-K filings and peer benchmarks.

Telecom Customer Churn Prediction
- Conducted detailed data cleaning, feature engineering, and handled multicollinearity without variable dropping
- Evaluated model performance using confusion matrices and ROC curves to guide business retention strategies.
- Built logistic regression and random forest models to predict customer churn in a telecom dataset.

Determinants of Homeownership
- Performed logistic regression analysis on data from the 2022 American Community Survey (IPUMS USA).
- Identified key financial and demographic factors influencing homeownership.
- Provided insights for policymakers and financial institutions to improve housing accessibility

Predicting Bankruptcy of US Companies
- Conducted descriptive analysis of NYSE and NASDAQ-listed financial data (1999-2018).
- Built regression models achieving 95% accuracy in predicting liabilities and assets.
- Applied hypothesis testing to evaluate financial indicators affecting company survival.

WORK EXPERIENCE

Country Fried Creative   Atlanta, Georgia
Business Analytics Intern   *August 2025-December 2025*

- Built a data-driven budget optimization framework for a client by integrating Analytics and performance data.
- Cleaned, merged, and analyzed real-world, noisy datasets to assess seasonality, trends, and data quality.
- Conducted scenario analysis and optimization modeling to evaluate alternative budget allocations and quantify trade-offs under limited data conditions.
- Assisted in the development of descriptive and predictive models using machine learning techniques.
- Created and presented data visualizations and dashboards for marketing decision support.

Mercer University   Atlanta, Georgia
Graduate Assistant (Recreational Sports and Wellness Department)   *September 2025-December 2025*

- Assisting with marketing campaigns, event coordination, and community outreach to improve student engagement.
- Analyzing participation data and creating surveys, reports, and visual dashboards to measure the effectiveness of wellness programs.
- Collaborating with staff to implement new check-in software and improve operational efficiency for both Mercer and non-Mercer members.
- Supporting program scheduling, resource allocation, and safety reporting, ensuring smooth day-to-day operations.
- Working closely with the Director and Assistant Director to optimize student wellness initiatives through data-driven insights and process improvements.

Mercer University   Atlanta, Georgia
Student Worker (Sheffield Gym Check-in Desk Attendant)   *January 2025-September 2025*

- Enforced Gym policies and safety procedures to ensure a secure and welcoming environment.
- Collected and digitized participant responses from paper-based gym and wellness program surveys into Excel, ensuring accuracy and consistency in data entry.
- Performed data cleaning and calculating response distributions and participation rates for key wellness initiatives.
- Created insightful charts, dashboards, and reports using Tableau and developing visually engaging PowerPoint presentations for reporting, enabling fitness center staff to better understand user feedback, improve programs, and present results to stakeholders.

Arcis AI India Pvt.Ltd   Visakhapatnam, India
Business Development Executive   *June 2022 - December 2022*

- Conducted targeted market research, increasing lead conversion by 15%.
- Developed client proposals and pitch decks, boosting sales engagement.
- Liaised with Data Scientists on AI product use cases, optimizing project planning and resource allocation.
- Developed strategic business proposals and persuasive presentations, increasing client acquisition by 17%.
- Reduced model training time by 35% by deploying machine learning models using Blinx AI**.**

PROFESSIONAL CERTIFICATIONS

- Lean Six Sigma Yellow Belt – Mercer University (2025)
- Financial Markets – Yale University (2020)
- Introduction to Google SEO – University of California, Davis (2020)
- Marketing in a Digital World – University of Illinois Urbana-Champaign (2020)