PAIPURU SASI KUMAR

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EDUCATION

Sri Venkateswara Engineering College   Andhra Pradesh, India
Bachelor of Technology in Electronics and Communication | GPA: 7.45   **July 2022 – June 2025**
Chadalawada Venkata Subbiah College of Engineering   Andhra Pradesh, India
Diploma – Electronics and Communication | GPA: 7.14   **June 2019 – July 2022**

SKILLS SUMMARY

- **Languages**:   C Language, Python
- **Data Analysis**:   Pandas, NumPy, Matplotlib, Scikit-learn
- **Platforms&Tools**:   Google Colab, Jupyter Notebook, Kaggle, Github, MS Office, SQL, Power BI
- **Soft Skills**:   Problem solving, Effective Communication, Leadership, Team work

INTERNSHIPS

DATA SCIENCE INTERN   **May 2023 – July 2023**
- Conducted data cleaning, preprocessing, and analysis using Python (Pandas, NumPy) to improve dataset quality.
- Created interactive visualizations with Matplotlib and Power BI, presenting key business insights from structured data.
- Developed SQL queries to analyze sales trends, leading to a 70% improvement in targeted marketing campaigns.
- Worked on three projects, applying data science techniques:
    1. Web Scraping of Product Reviews - Collected and analyzed customer sentiments.
    2. Logistic Regression on Salary Dataset - Predicted salary categories using ML models.
    3. Exploratory Data Analysis on Iris Dataset - Analyzed features and species classification.

VIRTUAL DATA ANALYTICS EXPERIENCE   **January 2025 - February 2025**
- Analyzed structured datasets using SQL & Python, performing data cleaning, visualization, and analysis.
- Created interactive dashboards to communicate key business trends and improve decision-making.
- Applied data storytelling techniques to present findings, optimizing marketing and business strategies.

PROJECTS

Expense Tracker :   **February 2025 - March 2025**
- Developed an Expense Tracker application to record and analyze daily spending trends with category-wise tracking.
- Used MS Excel & Python (Pandas, Matplotlib) to automate calculations for total and average weekly expenses, helping users optimize their spending
- Stored expense data in an Excel sheet with date, description, and amount for organized financial management.
- Created visual reports (charts/graphs) to identify expense patterns and suggest cost-cutting strategies.

E-Commerce Sales Analysis :   **December 2024 - January 2025**
- Analyzed E-commerce sales data to identify top-selling products, seasonal trends, and revenue patterns.
- Used Pandas, Matplotlib, and Excel to clean data and create visual dashboards for better business insights.
- Provided actionable insights that helped improve inventory management and marketing strategies.

Customer Churn Prediction: **June 2024 - July 2024**
- Analyzed customer data to identify key factors influencing churn in a subscription-based business.
- Used SQL & Python to analyze customer churn, built a predictive model that improved retention strategies, reducing churn rates.
- Provided insights that helped improve customer retention strategies and reduce churn rates.

CERTIFICATES

- **NPTEL Certification in Internet of Things (IoT)**   **January 2024 - April 2024**
- **Introduction to Generative AI Studio** - Google Cloud & Skillup by Simplilearn   **April 2024** - **May 2024**
- **Programming in Python** – GeeksforGeeks   **February 2024 - March 2024**
- **Campus Executive** - Skill vertex   **June 2024 - July 2024**
    - Led campus outreach initiatives and engaged students as a brand ambassador.
    - Assisted in event organization and student participation programs.
    - Received a Certificate of Appreciation for outstanding contributions.