

# Surya Vegesna

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## EDUCATION

### Georgia State University

Master of Science in Data Science and Analytics

Atlanta, GA

Aug 2023 – Dec 2024

### Vel Tech University

Bachelor of Technology in Computer Science and Engineering

Chennai, TN

Jul 2017 – May 2021

## WORK EXPERIENCE

### Graduate Research Analyst

Cox Media Group

Jan 2024 – Present

Atlanta, GA

- Collaborate with Cox Media to optimize **Ad Slot** allocation using ML models, driving significant revenue growth.
- Conduct **EDA** on 6 months of Historical data and analyze top-performing ad spots based on matched impressions, net value, and pass rate, resulting in a **20%** improvement in match rates.
- Identify optimal ad slots using **XGBClassifier** with **87%** accuracy in predicting high impression channels.

### Associate Data Scientist

Tata Consultancy Services | AIG Client

Jul 2021 – Aug 2023

India

- Collaborated with the **Ops Efficiency Team** to optimize data-driven solutions, analyzing life insurance and death policies to enhance risk assessment and policy pricing for the **Fixed Annuity Project**.
- Implemented **Random Forest** model in TCH, reducing **downtime** by 15% and cutting **false positives** by 5x.
- Streamlined and automated **Tableau KPI dashboard** for Sr. leadership WBRs, reducing update time by 40%.

### Data Analyst Intern

Capgemini

Dec 2020 – May 2021

Remote

- Enhanced the **TREKTICS** foreign exchange analytics tool by integrating **30+ financial market feeds**, enabling effective tracking of currency fluctuations for trading strategies.
- Analyzed daily **Market and Deal rates**, providing market insights and implementing **data validation checks**.
- Optimized currency conversion algorithms with senior data scientists, increasing data retrieval efficiency by **20%**.

## TECHNICAL SKILLS

**Languages and Databases:** Python, R, SQL, MySQL, PostgreSQL, Big Query, MongoDB

**Libraries and Tools:** Pandas, NumPy, Scikit-learn, TensorFlow, NLTK, Jupyter, GIT, PyTorch

**Machine Learning and Analysis:** Regression Analysis, Classification, Clustering, Artificial Neural Networks

## ACADEMIC PROJECTS

### Airline Sentiment Analysis with NLP | [GitHub](#) | *Python,KeyBert,LLama2*

Sep 2023 – Dec 2023

- Led a team of 5 graduate researchers in a Sentiment Analysis project for Southwest Airlines, identifying customer pain points and recommending improvements from textual reviews.
- Employed **SQL** to extract and preprocess **30,000** text reviews, used NLTK for lemmatization to enhance accuracy.
- Applied NLP with **KeyBERT** and **Llama2**, extracted topics, and provided data driven recommendations.

### Automated Tumor Detection using Deep Learning | [GitHub](#) | *TensorFlow,CNN*

Jan 2024 – Apr 2024

- Developed an automatic brain tumor detection system using **DenseNet201** in TensorFlow, achieving 97% recall.
- Orchestrated a dataset with 34.95% tumor images, utilizing **ImageDataGenerator** for rescaling and segmentation, achieving **0.97 weighted averages** for precision, recall, and F1-score.

### Telecom Customer Churn Prediction | [GitHub](#) | *Python,Machine Learning, Power*

Mar 2024 – Apr 2024

- Developed a predictive model to forecast customer churn, achieving **89% accuracy** with **Logistic Regression**.
- Analyzed a dataset of **7043 customers** and performed **feature engineering** to enhance model accuracy.
- Recommended strategic actions based on key predictors; **contract type**, and **total charges** to reduce churn.

## CERTIFICATIONS AND AFFILIATIONS

**Won Kaggle Competition:** Secured 1st place in the Kaggle NLP competition with Disaster Tweets.

**Certifications:** Oracle Cloud Generative AI Professional, Data Analytics by CISCO.