Valli Kasivishwanath
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EDUCATION

Masters of Science in Business Analytics December 2024
Santa Clara University, Leavey School of Business, USA
Coursework: Machine Learning, Econometrics, Data Analytics, Prescriptive Analysis, DBMS, Cloud Computing

Masters of Business Administration in Finance & Marketing, India May 2020
Coursework: Corporate Finance, Security Analysis and Portfolio Management, Big Data in Management

Bachelors of Science in Finance and Accounting, India April 2018
Coursework: Statistics, Business Management, Economics for Business, Marketing Analytics

SKILLS

Technical Skills: R, SQL, Git, DBT, Python, Pandas, NumPy, Matplotlib, Seaborn, Snowflake SQL, Azure DevOps.
Data Visualization Tools: Power BI, Tableau, Lightdash, Lucidchart, ggplot, Plotly, Excel & Other Microsoft suites.
Statistical Analysis and Modeling: Machine Learning Algorithms, Time series Analysis, Linear Optimization.

EXPERIENCE

Internship - Healthcare Data Analyst, Suvida Healthcare June 2024 - August 2024

- Analyzed patient referrals and enrollment data across multiple healthcare programs (Physical Therapy, Nutrition, Pharmacy, Mental Health) to identify cases where patients declined services. Service declines were highest in Nutrition, accounting for 13.49%.
- Classified patients into control and treatment groups based on treatment status and measured key health metrics such as systolic blood pressure, diastolic blood pressure, BMI, and A1C. Performed statistical analysis comparing treatment and control groups to understand correlations and health outcomes.

Intern / Practicum - Open-Source Project Analysis for the company - Cloudera January 2024 - June 2024

- Gathered key metrics for open-source AI and Big Data projects, including commits, contributors, pull requests, forks and stars using the GitHub API.
- Analyzed autocorrelation (ACF) and partial autocorrelation (PACF) plots to build an ARIMA model with optimal parameters (p, q, d) for a 60-month period. Implemented walk-forward validation to ensure accurate forecasting.
- Developed strategic investment recommendations to Cloudera by identifying popular research areas in AI and Big Data. Determining top candidates with a strong positive R^2 for stars (0.6994).

ACADEMIC PROJECTS

Global Statistics on the Cost and Affordability of Healthy Diets (Food Prices for Nutrition-World Bank Datahub)

- Developed a dendrogram chart to visualize unaffordability of healthy diets across countries using custom ranking and sigmoid function for smooth transitions. Mapped X and Y coordinates to construct dendrogram branches.
- Highlighting Asia, Pakistan, Nepal and India, has over 78% of its population struggling to afford a nutritious diet.
- Transformed data by pivoting food categories into a long format, consolidating into a food category with cost shares to enable pie charts. Vegetables and animal-source foods account for a significant cost share of a healthy diet, with animal-source foods contributing 28.57%, positioning animal-source foods as a key focus for price reduction strategies.

Red Wine Quality - Regression Analysis

- Visualized data using scatter plots uncovered a prevailing alcohol content range of 9% to 12% in wines.
- Enhanced baseline regression model by introducing an interaction term (alcohol and sulfate), explaining 64.8% of variance in wine quality. Addressed multicollinearity, outliers, and omitted variable bias, resulting in a more accurate and robust model. Key findings show significant impact of alcohol, sulfates, and volatile acidity on red wine quality.

Company - Sistema.Bio Market Analysis

- Coordinated a team of peers in developing and executing data analysis optimization initiatives for marketing campaigns, focusing on performance metrics and audience segmentation.
- Evaluated audience trends by demographics, where middle-aged groups between 35 to 44 played a pivotal role.
- Employed K-means clustering, pinpointed high-performing ads through Click-through Rate by setting a threshold of 0.5, found top-performing campaigns contributed nearly 24% of profit. Delivered recommendations for implementing surveys or feedback tools to gain insights directly from Kenyan users.

CERTIFICATES

AWS Certified Machine Learning | Google Certified Professional Data Analyst | MySQL for Business Intelligence