VARSHA PRABHAKAR

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PROFILE

- Master of Science student in Business Analytics and Information Management with over five years of work experience
- **Tools and Programming Languages**: Python, R, SQL, Tableau, AWS, SAS, PowerBI, HTML/CSS, JavaScript, Git
- **Core Competencies**: Statistical Analysis, Data Visualization, Clustering, Predictive Modeling, Data Mining, Machine Learning, Corporate Finance, Big Data, Natural Language Processing, Hypothesis Testing, A/B Testing, Text Mining, Time Series Forecasting

EDUCATION

Purdue University, Krannert School of Management **West Lafayette, IN**
Master of Science, Business Analytics & Information Management **May 2019**

- **Relevant courses**: Machine Learning, Computing for Analytics: Python, Data Mining: SAS Enterprise Miner, Using R for Analytics, Management of Organizational Data, Financial Management, Operations Management, Accounting for Managers
- **Academic Projects**:
  AGRO: An AGri-business Recommendation Optimization Engine for Sales Growth Decision-Support (R)
  We built an intelligent agribusiness recommendation optimization engine – AGRO, developed to support an agri-science company's marketing team to identify potential customers, understand market needs, and provide customized and accurate marketing recommendations regarding individual farmers.
  Season Ticket Renewal Prediction (Python)
  A major concern for these teams is the churn of existing season ticket holders. Actual renewal data for the season ticket holders of an NFL team was tracked against previous year's data to find out any pattern for non-renewal of season tickets.
  Demand forecasting for a large grocery store chain in Ecuador (R)
  Developed a Decision Support System in R-shiny app to predict unit sales for different items sold at grocery stores in Ecuador. Integrated data sources, cleaned and conducted EDA to identify patterns before model building
  Social Listening for Movie Makers (Python)
  Performed sentiment analysis using Microsoft Azure API on YouTube trailer comments for the top 100 movies of 2017 scraped from IMDB, which is then used to predict the sales of a particular movie. The keyword analysis can be utilized to target the marketing campaign for the movie

Vellore Institute of Technology **Vellore, India**
Bachelor of Technology, Electronics & Communication Engineering **May 2014**

- **Projects**: Eye Gaze Tracking System, Navigation and Surveillance in a Quad Rotor simulating an Unmanned Aerial Vehicle (UAV), Optical Character Recognition

PROFESSIONAL EXPERIENCE

Salud Revenue Partners **Lafayette, Indiana**
Database/Applications Analyst **June 2019 - Present**

- Designed complex web crawling and scraping solutions with focus on performance and accuracy using Python
- Built a scalable controller framework that automates web crawling, scraping, and data aggregation to populate databases
- Collaborated with other teams to build infrastructure and processes for scalable and efficient data analytics support
- Developed data visualizations and dashboards to obtain valuable insights for self-pay clients using Tableau

Yokogawa Electric (Process Automation) **Bangalore, India|Netherlands, Europe|Abu Dhabi, UAE**
Executive Engineer **July 2014 – May 2018**

- Designed data visualizations that helped display and process alarms and event data in a structured way which greatly simplified the analyses of operations
- Formulated a procedure for the replication of human-machine interfaces and spearheaded a team of five for the same

LEADERSHIP ACTIVITIES, AFFILIATIONS, HONORS

- Vice President – Public Relations of Yokogawa India Toastmasters Club **January 2016 – January 2017**
- Organized the Go Green initiative as part of the Corporate Social Responsibility program at Yokogawa India
- Certifications: Tableau Desktop Specialist, SAS Programming – Essentials, Intro to Machine Learning, NLP with Python for Machine Learning, Hadoop 101, Google Analytics
- Basic in French