

KUMAR RAJA PAVULURI

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EDUCATION

Master of Science in Computer Engineering, San Jose State University

August 2021- May 2023

Related Coursework: Data Mining, Data Engineering and AI, Computer Architecture **CGPA:** 4.0

Bachelor of Engineering in Electronics and Communication, Birla Institute of Technology

Related Coursework: Data Structures and Algorithms, Digital Communications **CGPA:** 3.8

EXPERIENCE

Data Analyst, Vodafone Intelligent Solutions, Pune, India

July 2019 – July 2021

- Extracted and examined data, recognized patterns, and investigated inconsistencies
- Maintained integrity, management, exploratory analysis, and synthesized data into information
- Gathered data from multiple sources and cleaned it eliminating contraries
- Constructed an interactive sales dashboard in Tableau to track sales KPIs for current year and to understand large-scale data and detect anomalies resulting in manual time reduction by 20%
- Collaborated with cross-functional teams to cultivate best SQL coding practices reducing development time by 10-12%
- Conducted analysis in Excel to forecast clients' inventory and achieved 25% sales growth
- Leveraged traditional machine learning and statistical models such as regression, clustering and hypothesis testing to find insights from huge datasets leading to an increase in customer retention by 18%
- Assembled, organized, and studied data to deliver strategic insights using Python libraries - Pandas, Scikit-Learn, Matplotlib and SQL

PROJECTS

Dynamic Dashboards for revenue and profit analysis | Tableau and MySQL

November 2021

- Collected data of a hardware company, handled inconsistent values by normalizing different currencies, removing records with invalid sales amounts through calculated fields in Tableau after establishing star schema
- Implemented revenue analysis by different plots and reviewed profit analysis further by framing dual axis charts to compare revenue and profit margin, understood the sales trends in different regions
- Figured out gradually decreasing profit margin in Chennai where overall highest value is still 12% suggesting proper advertising, discounts, quality products need to be provided there to have good customer retention

Real Estate Housing Price Prediction | Python

September 2021

- Extracted data of a real estate company and carried out cleaning, feature engineering and maintained column regularity
- Discarded outliers after observing wide variation in property prices in terms of rupees/sq ft. making reduced frame, removed certain data points with unusual total sq ft/ number of BHK and later one hot encoded the locations
- GridSearchCV function is used to find best regressor model out of linear, lasso and decision tree receiving best score for linear regression with score of 87.28, performed shuffle split receiving cross validation score above 83 for all the cases with number of splits taken as 5

Dynamic Dashboard for daily exercise analysis | Power BI and Excel

June 2021

- Collected self-data through fitness tracker and structured it in Excel files. The exercise data was arranged as fact table, Date & Activity type were streamlined as dimension tables for filtering out data
- Recorded exercise data for every single day for a period of two months and plotted graphs like total steps by activity, % of change of steps per week, % of total steps by day name and activity were devised by utilizing calculation language DAX (Data Analytics Expressions)

Covid-19 Dynamic Dashboard | Data Studio

October 2020

- Collected data from various sources and conducted data scraping using Excel
- Created dynamic dashboard containing several beneficial visualizations maintaining a data refresh rate of 15 minutes

PUBLICATION

Kumar Raja Pavuluri, Nilay Aishwarya, Arvind Kumar, Kamlesh Kishore "Smart Snickometer for assisting Cricket Umpires", 2020 5th International Conference on Computing, Communication and Security (ICCCS)

- The smart snickometer predicts whether the batsman is out or not directly and eliminates the work of third umpire
- Made use of supervised learning algorithms like K-NN, SVM and naïve bayes classifier to predict the outcome
- Achieved an accuracy of 95.83% with K-NN classifier for the feature of Peak Energy

SKILLS

Area of Experience: Data Analysis, Data Warehousing, Data Visualization, Business Intelligence, Machine Learning, Data Mining, Database Management, Advanced Statistics, Customer Relational Management

Programming Skills: Python, SQL (MySQL, Oracle), PL/SQL, C, C++

Tools: Tableau, Microsoft Excel, Google Data Studio, Power BI, Siebel, Jupyter, Hadoop, Zabbix

Libraries: Scikit-learn, NumPy, Pandas, Matplotlib