

Curriculum Vitae
Laxminarayana Yashaswy Akella
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Indian Institute of Management Ahmedabad
Vastrapur, Ahmedabad
Gujarat 380015

Email: fpm18yashaswy@iima.ac.in
Phone: +91 84980 85499
Office: +91 6632 2821

Education

Present	Indian Institute of Management Ahmedabad FPM (Marketing) – Joined in 2018	Ahmedabad, Gujarat
2017	Indian Statistical Institute Certificate Course on Statistical Quality Control With Six-sigma Green Belt	Hyderabad, Telangana
2016	Birla Institute of Technology and Science Pilani B.E. (Hons.) Electrical and Electronics Engineering	Hyderabad, Telangana

Research Interests

Data Driven Decision Making
Preference/Choice models
Machine Learning in Marketing

Work Experience

2016 - 18	Associate Consultant, Capgemini India, Hyderabad.
2015	Intern, Intel India, Bangalore.
2014	Intern, Centre for Development of Imaging Technology, Trivandrum.

Languages

Computer: R, STATA, MATLAB.
Human: English, Hindi, Telugu.

Conference Workshops

Strategic Management Society New Doctoral Workshop at ISB, 2018

NASMEI Doctoral Workshop at Great Lakes, Chennai, 2018

Chicago Booth-India Quantitative Marketing Conference, 2018

Asia Pacific Association for Consumer Research, Doctoral Consortium at IIMA, 2019

Conference Presentations

Second IEEE International Conference on Inventive Systems and Control (ICISC 2018) on Sentiment Analysis using Naïve Bayes Algorithm with Case Study.

First IEEE International Conference on Big Data Analytics and Computational Intelligence (ICBDACI 2017) on Ad-Blockers: Rising Threat to Digital Content – Business Analytics Study.

Fourth International Conference on Business Analytics and Intelligence 2016 (ICBAI 2016) on Need for Big Data Analytics in Digital India Road Accident Analytics – A Case Study.

International Journal of Engineering Research and Technology (IJERT), Volume 3, Issue 9, September 2014 on A Study on Signature Verification using Backpropagation Algorithm [*Published*].

Selected Doctoral Coursework at IIM Ahmedabad

Econometrics I

Statistics II

Computational Economics

Quantitative Research Methods

Psychology 1&2

Marketing Strategy

Quantitative Marketing Workshop by Prof. Pradeep Chintagunta (Audit)