Lakshmi Amrutha Duvvuri

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Education

- **VIT Bhopal University** (September, 2022 - Present)
  Bachelor of Technology in Bioengineering | CGPA: 8.58
- **Delhi Public School , Ruby Park , Kolkata** (April, 2022)
  Higher Secondary | Percentage: 92.4%

Skills

Data Science & Analytics: Python, SQL, Machine Learning, Statistical Analysis, A/B Testing, Predictive Modeling

Visualization & BI: Tableau, Matplotlib, Seaborn, Plotly, Interactive Dashboards

Technical Stack: Pandas, NumPy, scikit-learn, Streamlit, BeautifulSoup, Selenium

Database & Cloud: MySQL, MongoDB, Git/GitHub, Jupyter Notebook, VS Code

Business Skills: Customer Segmentation, Revenue Strategy, ROI Analysis, Market Research

Projects

Customer Segmentation & Revenue Strategy using RFM Analysis - GitHub Repository
Tools: Python, Pandas, scikit-learn, Seaborn, Matplotlib (November, 2024)

- **Performed** end-to-end **RFM-based segmentation** using K-Means on transaction data, identifying **4 customer clusters** and uncovering critical retention and monetization opportunities.
- Discovered that **Cluster 2 (8% of users)** drove disproportionately high revenue, recommended **key customer retention strategies** to prevent churn.
- Identified **60% of users as low-engagement** and proposed targeted reactivation and onboarding campaigns.
- **Visualized** customer behavior across segments using **Seaborn pairplot**, **doughnut charts**, and **recency/frequency heatmaps** to deliver **executive-level strategic insights** for data-driven decision-making.

Investment Analysis & Stock Market - GitHub Repository
Tools: Python, Plotly, Pandas (December, 2024)

- **Built** a data-driven system analyzing over **500+ Indian companies** using over 10 years of historical stock data to uncover high-performing investment patterns.
- **Engineered** interactive stock trend dashboards with **Plotly**, enabling real-time filtering and visualization of performance metrics and market behavior.
- **Designed** an ROI and risk vs growth computation model to evaluate and compare **top 10% high-ROI stocks** against mutual funds, aiding in data-backed investment decisions.

Certifications

- **Data Analysis with Python** (IBM, Coursera) - Mastered data cleaning, exploratory data analysis (EDA), and visualization using Pandas, NumPy, and Matplotlib
- **Applied Machine Learning in Python** (University of Michigan, Coursera) - Gained proficiency in supervised and unsupervised learning, model evaluation techniques, cross-validation, and scikit-learn pipelines

Leadership

- **Event Management Lead , Android Club** (October, 2023 - Present)
  Spearheaded the planning and execution of **10+ technical and community events**, managing logistics and stakeholder communication across a cross-functional team of **70+ members**.
- **Technical Team Lead, English Literary Association** (April, 2024 - Present)
  Guided and mentored a team of **8+ developers** in designing and deploying web applications supporting club outreach and operations

Achievements

- Ranked among **top ~3% globally** in TCS CodeVita 2024 by qualifying Round 1 with a rank of **4112** among 150,000+ participants
- Achieved **201st position** among 3000+ participants in the **Implementation Round** of **Myntra HackerRamp 2024**, post successful completion of the Ideation Phase.
- Awarded the **Scholar Badge for Academic Excellence** among 1200+ students in both Class 10 and 12
- Solved over 100 SQL problems on LeetCode, including earning the **'50 Days of SQL' badge**; demonstrated consistent proficiency in database querying and data manipulation techniques.