Lakshmi Amrutha Duvvuri

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| https://github.com/amruthaduvvuri | datascienceportfol.io/Amruthaduvvuri1

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 - Link

Tools: Python, Pandas, Scikit-Learn, Seaborn, Matplotlib **(***November, 2024***)**

- Performed end-to-end **RFM-based segmentation** using K-Means on transaction data, identifying **4 key customer clusters** and uncovering critical retention and monetization opportunities
- Discovered that **Cluster 2 (8% of users)** drove disproportionately high revenue; recommended **VIP 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**, **donut charts**, and **recency/frequency heatmaps** to deliver **executive-level strategic insights** for data-driven decision-making.

Investment Analysis & Stock Market - Link

Tools: Python, Plotly, Pandas **(***December, 2024***)**

- **Built** a data-driven system analyzing over **500+ Indian companies** using 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-growth computation model to evaluate and compare **top 10% high-ROI stocks** against mutual funds, aiding in data-backed investment decisions.

Certifications

- Applied Machine Learning in Python *(November, 2023)*
- Data Analysis with Python *(November, 2024)*

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 VIT Bhopal. *(April ,2024 – Present)*
  Guided and mentored a team of **8+ developers** in designing and deploying web applications supporting club outreach and operations.

Achievements

- **Top ~3% globally** in **TCS CodeVita 2024**, 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.