

Jithesh Yemi Reddy

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LinkedIn: <https://www.linkedin.com/in/jithesh-reddy/> | **Portfolio:** <https://analyst-jithesh.github.io/theanalyst/>

EDUCATION

The University of Texas at Dallas

December 2023

Master of Science, Business Analytics, Data Science Concentration

GPA 3.92

Relevant coursework: Advanced Statistics, Business Analytics, Database Foundations, Big Data, Applied Machine Learning, AWS Cloud Solution Architecture, Prescriptive Analytics

Visvesvaraya Technological University

August 2020

Bachelor of Engineering

GPA 3.7

CERTIFICATIONS AND TECHNICAL SKILLS

Certifications: AWS Cloud Practitioner, Google Data Analytics, Analytics for Business in the field of Statistics
Programming: Python (Scikit-Learn, Pandas, Numpy), R, SQL, NoSQL, HTML 5, CSS, JavaScript, JQuery
Analytical: Data Mining, Data Visualization, Supervised and Unsupervised, Forecasting, Statistical Modelling
Tools: Tableau, MYSQL, Mongo DB, Excel, GIT, RPA(Appian), Agile (Jira)

ACADEMIC PROJECTS

Mark Your Customer, Business Analytics with R

February 2022 – May 2022

- Engineered the skewed dataset by performing exploratory data analysis and handling the missing values, duplicates, and outliers while simultaneously performing feature scaling to obtain quality data.
- Performed principal component analysis in order to achieve dimensional reduction and improve machine learning algorithms' convergence rate.
- Evaluated various models by interpreting the confusion matrix as per the business requirement.
- Streamlined business strategies to increase the purchasing tendency of the customer during special occasions.

User-Based Drug Reviews, Database Foundations for Business Analytics

February 2022 – May 2022

- Engineered database schema by developing logical and physical data model along with data loading concept.
- Performed aggregate and analytical functions using SQL queries and generated a report with 10 business insights.
- Constructed interactive [dashboard](#) using Tableau and assessed analytical reports for business operations.

PROFESSIONAL EXPERIENCE

The University of Texas at Dallas, Graduate Teaching Assistant

August 2022 - Present

- Conducting weekly office hours to assist students in learning the course content and grading the coursework.
- Assisting Professors in preparing lecture materials and PPTs for Database SQL and R programming classes.
- Reviewing the content/lectures that are being published

Zersys Technologies Private Limited, Jr. Frontend Engineer

June 2020 – October 2021

- Promoted to a full-time role after working with 8 stakeholders to revamp Kawasaki's e-commerce site. This resulted in a \$100,000 increase in their merchandise sales within 6 months.
- Developed a custom HTML site and performed optimization for a dive school in the Maldives to bring his business onto the on-online platform which improved his sales by 19%.

ORGANIZATIONS

Mentor at Business Analytics Leadership Council, The University of Texas at Dallas

March 2022 – Present

Officer at The Data Science Club, The University of Texas at Dallas

January 2022 – Present

Officer at The Marketing Analytics Club, The University of Texas at Dallas

January 2022 – Present

Volunteer at Teaching Council, Shishu Mandir School

December 2018 – January 2019

Eligibility: F1 VISA, Eligible to work in the US for internships and full-time for up to 36 months.