

APOORVA REDDY ADAVALLI

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EDUCATION

The University of Texas at Austin	Master of Science in Business Analytics (CGPA 3.74/4)	May 2019
	Coursework: Machine Learning, Marketing Analytics, Database Management, Time Series Text Analytics, Optimization, Statistics, Financial Management, A/B Testing	
BITS Pilani	B.E. (Hons.) Electronics and Communication, Minor in Finance (GPA 8.1/10)	May 2016

EXPERIENCE

Dell EMC – <i>Data Science Intern</i> ; Austin, USA	Jan 2019 – May 2019
<ul style="list-style-type: none">Working with the repair depot team to predict component failure using telemetry signals and call notes from Support Assist dataImplemented multi-label classification through binary relevance and chain classifiers models and set customised thresholds to maximise complete resolution rate and limit components wastage in case of over prediction	
Practo – <i>Data Analyst</i> ; Bangalore, India	Jul 2016 – Apr 2018
<ul style="list-style-type: none">Built predictive models to identify leads with high purchasing potential for digital subscription-based products based on doctor/clinic attributes, customer interactions on the platform and increased the demo to conversion rate by 30% in three monthsDeveloped efficient data models which include data aggregation, cleansing and creating reporting layers to optimise high-volume patient data in SQL language for Oracle databaseDeveloped a daily management tool through real-time interactive Tableau dashboards to track product and sales metrics and presented strong recommendations to the key stakeholders on a monthly basisDesigned a performance scoring methodology for assessing the on-field sales team by integrating with Salesforce CRM tool and incorporated into the monthly sales incentive modelRapid prototyping and design of Querent, Tableau based visual analytics product designed for healthcare enterprise management	
Time Inc. - <i>Analytics Intern</i> ; Bangalore, India	Jul 2015 – Dec 2015
<ul style="list-style-type: none">Forecasted the demand for magazines' sales in the American markets to prevent overstocking using ARIMA modelRevamped the distribution list, removed non-efficient stores and added well performing accounts to bring up the efficiency	

ACADEMIC PROJECTS

Costa Rican Household Poverty Level Classification - Predictive Modelling	Fall 2018
<ul style="list-style-type: none">Predicted the poverty level of household by aggregating the individual level data in a supervised multi-class classification problemDerived new features from the data, built Random Forest, KNN, SVM, XG Boost, Multilayer Perceptron predictive models and achieved an accuracy of 87%. Using variable importance plot, examined the important attributes that affect standard of livingImproved performance through Recursive Feature Elimination in Random Forest and early stopping of Gradient Boosting	
Customer Segmentation on social media activity - Social Media Analytics	Fall 2018
<ul style="list-style-type: none">Explored correlated interests among brand's followers from their tweets collected over a seven-day period and created customer segments using k-means clustering by categorising each tweet into pre-defined broader area of interest	
Predicting 2018 Texas Senate Election Results from Tweets - Text Mining	Fall 2018
<ul style="list-style-type: none">Retrieved tweets from the Twitter API daily in October and explored the geographical variations to correlate with election eventsImplemented sentiment analysis and topic modelling to derive the topics that resonate strongly with the followers across areas	

ADDITIONAL INFORMATION

Computer Skills: Python (numpy, pandas, matplotlib, scikit-learn, nltk), SQL, Tableau, R, Hive, SAS, GCP, MS Excel, Salesforce

Machine Learning skills: Regression, Classification, Decision Trees, Clustering, Hierarchical Modelling, Dimensionality Reduction, Neural Networks, Text Mining, Time Series, Optimisation, A/B Testing

PERSONAL PROJECT

Policy in Action Fellow - Young Leaders for Active Citizenship	Feb – Apr 2018
<ul style="list-style-type: none">Prepared a detailed report on the flaws of the existing policies on "Urban lake protection" and presented recommendations to a Member of Parliament and policy makers of the Indian government.Developed core skills in policy analysis, advocacy and public leadership during the sessions with public policy experts	