# APOORVA REDDY ADAVALLI

Apoorva.Reddy@utexas.edu | github.com/apoorva1995reddy
www.linkedin.com/in/apoorva-reddy-adavalli95 | Austin, Texas 78751 • (512) 577-4192

## EDUCATION

**The University of Texas at Austin** — Master of Science in Business Analytics (CGPA 3.74/4) — May 2019

Coursework: Machine Learning, Cognitive Computing, Database Management, Time Series Text Analytics, Optimization, Marketing and Decision Analytics

**BITS Pilani** — B.E. (Hons.) Electronics and Communication, Minor in Finance (GPA 8.1/10) — May 2016

## EXPERIENCE

**Dell EMC – *Data Science Intern***; Austin, USA — Jan 2019 – May 2019

- Working with the repair depot team to predict component failure using telemetry signals and troubleshoot notes from Support Assist; Leveraging ensemble methods & neural nets to improve 'fix before fail' capabilities

**Practo – *Data Analyst***; Bangalore, India

***Querent Product*** — Aug 2017 – Apr 2018

- Rapid prototyping of customised solutions and design for healthcare enterprises using Tableau dashboards
- Developed efficient data models which includes data aggregation, cleansing, and creating reporting layers to optimise high-volume patient data in SQL language for Oracle database

***Sales & Customer Analytics*** — Jul 2016 – Aug 2017

- Built lead scoring and customer churn models for digital subscription-based products and increased the demo-conversion rate of sales team by 30% in 2 months
- Presented strong business insights on sales, churn, customer health, usage metrics to the account managers and sales targets, pricing, hiring to the C- level executives
- Developed a daily management tool through real-time interactive Tableau dashboards to track sales metrics of all the products and provided the team with leader-boards to boost the sales
- Built an automatic appraisal system from sales personnel profiling by integrating with Salesforce CRM tool

**Time Inc. - *Analytics Intern;*** Bangalore, India — Jul 2015 – Dec 2015

- Forecasted the demand for magazines' sales in the American markets to prevent overstocking using ARIMA model
- Revamped the distribution list, removed non-efficient stores and added well performing accounts to bring up the efficiency

## PROJECTS

**Implementation of ResNet34 and ResNet50** - Deep Learning — Spring 2018

- Built a multi-label classifier on self-created google images dataset of cars, trucks, and boats using residual neural networks leveraging Fastai V1 library built on PyTorch. Trained the weights both from scratch, and through transfer learning; achieved 88.8% accuracy

**Costa Rican Household Poverty Level Classification** - Predictive Modelling — Fall 2018

- Predicted the poverty level of household by aggregating the individual level data in a Supervised multi-class classification problem
- Derived new features from the data, built Random Forest, KNN, SVM, XG Boost, Extra Trees, Multilayer Perceptron predictive models Using variable importance plot, examined the most important attributes that affect the standard of living
- Implemented Recursive Feature Elimination with cross validation in Random Forest and early stopping of Gradient Boosting to improve the computational efficiency and arrived at an accuracy of 78%

**Predicting 2018 Texas Senate Election Results from Tweets** - Text Analytics — Fall 2018

- Retrieved tweets from the Twitter API daily in October and explored the geographical variations to correlate with election events
- Implemented sentiment analysis and topic modelling to derive the issues that resonate strongly with the followers across areas

**Truth about cars and brand analysis** – Marketing Analytics — Fall 2018

- Built a web scraper to fetch 5000 posts from a popular car discussion forum and calculated lift ratios for associations between brands and analysed MDS plot to understand the similarity among existing car brands
- Similarly, from the lift ratios between brands and attributes, analysed strong attributes associated with the respective brands and came up with insights for the marketing/advertising teams

## ADDITIONAL INFORMATION

**Computer Skills:** Python (Pandas, Scikit-Learn, NLTK), R, SQL, Tableau, SAS, Google Cloud Platform, AWS, MS Excel, Salesforce
**Machine Learning skills:** Regression, Classification, Decision Trees, Clustering, Dimensionality Reduction, Neural Networks, Text Mining, Time Series, Optimisation