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, Marketing Analytics, Database Management, Time Series Text Analytics, Optimization, Statistics, Deep Learning, A/B Testing

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 call notes from Support Assist; Leveraging ensemble methods & neural nets to improve 'fix before fail' capabilities

Practo – *Data Analyst*; Bangalore, India — Jul 2016 – Apr 2018

- Built machine learning models to identify leads with high purchasing potential for digital subscription-based products and increased the demo-conversion rate of sales team by 30%
- Developed efficient data models which include data aggregation, cleansing and creating reporting layers to optimise high-volume patient data in SQL language for Oracle database
- Developed a daily management tool through real-time interactive Tableau dashboards to track key business metrics of all the products and presented strong recommendations to the key stakeholders on a monthly basis
- Rapid prototyping and design of product Querent, AI based analytics platform designed for healthcare enterprise management
- Built an automatic appraisal system from sales personnel profiling to improve transparency 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

ACADEMIC PROJECTS

Building my own portfolio that outperforms NASDAQ - Optimisation — Spring 2018

- Optimized the best pick of 25 stocks from NASDAQ 100 based on the similarity of daily returns through integer programming
- Built a portfolio which resulted in 12% increased returns when compared to the NASDAQ index

Implementation of ResNet34 and ResNet50 - Deep Learning — Spring 2018

- Built a multi-class 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 and achieved an accuracy of 87%. Using variable importance plot, examined the important attributes that affect standard of living
- Improved 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

- 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

- 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 topics that resonate strongly with the followers across areas

ADDITIONAL INFORMATION

Computer Skills: Python (numpy, pandas, matplotlib, scikit-learn, nltk), R, SQL, Tableau, Hive, SAS, Google Cloud Platform, AWS, 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