

Apoorva Reddy

Adavalli

Product Data Scientist

Personal Info

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https://github.com/apoorva1995reddy

Address
1802 west ave, Austin, TX 78701

Skills

Python for Data Science ★★★★★

SQL querying on Hive & Impala ★★★★★

Adobe Data Workbench ★★★★★

Adobe Site Catalyst ★★★★★

PowerBI and Tableau ★★★★★

Stakeholder management ★★★★★

Certifications

Certified Scrum Product Owner
http://bcert.me/syuckblyx

Awards

- Dell Applause award for building an end-end analytical framework that tracked cloud migration effort for the entire Dell Digital Services org.
- Dell Bravo award for quick turnaround on designing ML solution for improved social media agent responses.

Interests

Reading, Interior Design, Public Policy

Education

Jul 2018 - May 2019 **University of Texas at Austin, United States**
Masters , Business Analytics | CGPA 3.8/4
Coursework includes: Advanced Machine Learning | Marketing Analytics | Database Management | Social Media Analytics | Financial Management | A/B Testing | Probability and Statistics

Aug 2012 - May 2016 **Birla Institute of Technology, Pilani, India**
Bachelors in Electronics, Minor in Finance | CGPA 8.1/10

Professional Experience

Jul 2019 - present **Advisor, Product Data Scientist**
Dell Technologies, Austin
Influencing product and engineering roadmap through data-backed models and recommendations focused **on improving customer satisfaction** for product-support, drivers and diagnostics functionalities on dell.com/support site. Key focus areas include analyzing **user journey, survey verbatims, launch assessments, deep dives and building machine learning models.**

Accomplishments include:

- **Analytics lead for 8 feature launches** on drivers and diagnostics pages which improved the overall customer satisfaction score by 600 basis points.
- Led a 3 membered team of data scientist, data engineers as a **product owner**; built a machine learning solution to identify engageable posts online and enabled **faster routing to the front line agents** through automatic case creation on salesforce CRM tool.
- Designed analytical framework for driving two major IT north star cloud migration projects. This is serving as **pre & post launch assessment tool** for PMs and engineering teams for adoption and performance tracking.

Jan 2019 - May 2019 **Data Science Intern**
Dell Technologies, Austin

- Worked with the repair depot team to **predict component failure** using agent call notes and system generated alerts. This **machine learning solution improved resolution rates by 8%** and limited wastage for top failing components.

Jul 2016 - Apr 2018 **Data Analyst**
Practo, Bangalore
Product & Sales Analytics

- Successfully **delivered 4 rapid prototypes** of Querent (Tableau based visual analytics product) for healthcare enterprise clients. My work included gathering client requirements, creating data models, developing visualizations, deployment and product pitch.
- Built a **machine learning model to predict lead's purchase intent** for digital subscription based products which increased sales demo-conversion rate from 8% to 21% in 3 months.
- **Presented strong business insights** on upsell, customer health, churn to the **account managers** and sales targets, pricing, hiring to the **C-suite**.
- **Developed a performance scoring methodology** for the on-field sales team and **incorporated** it into the monthly **sales incentive model**.