**Apuroop Kotha**

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**Education**

**Northeastern University,** Boston, MA Expected May 2024

* Master of Science in Data Analytics - Applied Machine Intelligence GPA – 3.9

**Sathyabama University,** India May 2020

* Bachelor of Technology, Biotechnology GPA – 3.9

**Technical Skills**

* **Programming Languages**: - Python, R studio, SQL
* **Databases**: - Oracle, MongoDB, Microsoft SQL server, Postgres, MySQL, Snowflake
* **Visualization tools**: - Tableau, PowerBI, QlikView
* **Machine Learning Algorithms**: - Linear, Logistic Regression, Decision Trees, Random Forest, Support Vector Machines, Naive bayes, Time series analysis, Clustering Algorithms
* **Model Evaluation & Validation**: - Cross validation, Hyperparameter Tuning, Feature Engineering
* **Data Management**: - Data collection, Data cleaning, Data Preprocessing, Data warehousing, ETL processes, Database management, Data Modelling.
* **Data analytic skills**: - Prescriptive Analytics, Descriptive Analytics, Hypothesis testing, Exploratory Data analysis (EDA), Business Intelligence, Statistics.
* **Cloud**: - AWS

**Work Experience**

**Data Analyst** September 2020 – July 2022

**LatentView Analytics,** Chennai, Tamil Nadu, India

* Utilized **Hadoop** and proficiently wrote SQL queries to extract, analyze, and interpret data from databases, with a primary focus on enhancing product revenue analysis.
* Developed interactive and informative **Tableau Dashboards**, resulting in a 30% increase in data accessibility and enabling stakeholders to gain immediate insights into weekly/monthly revenue and product information.
* Leveraged Python and the **MongoDB** connector to extract and analyze data from MongoDB monthly, driving data-driven insights and decision-making.
* Implemented quantitative techniques & fine-tuned **Machine Learning algorithms** to create a **Custom Text Classifier model**, resulted in improving the accuracy from 60% - 95% of product classification and streamlining operational efficiency.
* Evaluated **model performance** using statistical metrics (accuracy, precision, F1 scores) to ensure the maintenance of a correct product category hierarchy.
* Utilized **Power BI** to create interactive dashboards and charts, incorporating key performance indicators (**KPIs**) for comprehensive analysis and real-time monitoring of classification data and product revenue.
* Developed a Python script to streamline account mapping processes from cloud platforms, Salesforce, and databases, enhancing data integration and mapping efficiency.
* Maintained and updated monthly reports and revenue sheets, ensuring the provision of accurate and up-to-date information crucial for decision-making and strategic planning.
* Collaborated with cross functional teams to update data processes, ensuring alignment with business requirements and optimizing data driven decision making.

**Projects**

**DocDigitizer real time data analysis,** Northeastern University2023

* Led comprehensive Exploratory Data Analysis (EDA) to unveil patterns and outliers, employing advanced statistical methods including Logistic Regression, ANOVA, Linear Regression, and Independence Test, predictive models, enhancing data quality through statistical techniques, data manipulation, feature engineering, and machine learning algorithms.

**Tableau Dashboard on the 2015 Street Tree Census - Tree Data of NYC streets,** Northeastern University 2023

* Created interactive Tableau dashboard for in-depth analysis of NYC street tree census data, utilizing advanced features like calculations, data blending, and case statements for efficient data transformation.

**Text Analysis of Customer Reviews: Uncovering Sentiment Trends and Key Topics** 2023

* Conducted sentiment analysis on customer reviews and employed topic modeling to identify prevalent themes. This analysis offers valuable insights into customer sentiment trends and recurring discussion topics within the reviews, facilitating data-driven decision-making.