

Rohith Reddy Sannapareddy

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EDUCATION

New York University, New York, NY

Jan 2018

Master of Science in Information Systems, GPA: 3.6

Relevant Courses: Data Mining for Business Analytics, Big Data Analytics, DevOps, Algorithms, Statistics

Jawaharlal Nehru Technological University (JNTU), Anantapur, India

Jul 2013

Bachelor of Technology in Electronics and Communication

SKILLS

BI/Big Data Tools : SAP BI, Weka, Minitab, Tableau, SPSS, JMP, Basics of Hadoop
Languages : Python, SQL, ABAP, C, Pig, Impala, Hive, Literate in Java
Applications : Advanced MS Excel, MS Visio, MS PowerPoint, Github, NetBase
Machine Learning : Decision trees, Random forests, Linear Regression

ACADEMIC PROJECTS

Digital Strategy for Domo, Stern School of Business, New York, NY

Sep 2016 – Dec 2016

- Analyzed Domo's business and identified possible threats, competitive advantage and sources of income.
- Proposed Business strategies using concepts like Service Bundling, Pricing, social media marketing which would help Domo to stay ahead in the competitive market.

Baseball Analytics, Stern School of Business, New York, NY

Feb 2016 – May 2016

- Consolidated 54 years of baseball data and combined all the annual stats for each team in one row to create the training data set for the model.
- Used the Principle Component Analysis to reduce the dimensionality of the dataset without losing important information. Identified the features with highest correlation to win percentage using SelectKbest method.
- Evaluated the predictive ability of the selected features by building multiple regression models with training data and analyzing their accuracies.

PROFESSIONAL EXPERIENCE

Data Analytics Intern, VICE Media LLC, Brooklyn, NY

Jan 2017 – Present

- Gather reporting requirements from revenue operation team and come up with prospective technical solutions.
- Assist the Revenue Operations team in providing key stakeholders with actionable insights that will help them to effectively target, engage, and monetize our best customers and/or content.
- Apply statistical expertise to study relationships between platforms, audience segments, topics and monetization metrics to deliver highly effective user experiences for consumers, advertisers, and affiliates.

Graduate Fellow, Stern School of Business, New York, NY

Jun 2016 – Present

- Compile research information for planning group reports, survey reports and undergraduate learning metrics.
- Designed Undergraduate college student surveys using SPSS Questionnaire analysis.

SAP BI Consultant, Tata Consultancy Services (TCS), Hyderabad, India

Nov 2013 – Dec 2015

- Developed Payroll reporting project in collaboration with team lead for Thomson Reuters, which involved encryption and decryption of data.
- Functioned as a liaison between Thomson Reuters business and technical teams in documenting business problems and coming up with prospective IT solutions.
- Maintained entire business warehouse systems of Sweet Maxwell group, a subsidiary of Thomson Reuters in UK.
- Achieved 3% improvement in system performance by implementing 'Performance tuning techniques' to earn the title of 'Best Team Member' for the 2nd quarter in 2015.

Summer Intern, Bharat Heavy Electricals Limited (BHEL), Hyderabad, India

Apr 2012 – Jun 2012

- Collaborated with cross functional teams such as Project Engineering and Manufacturing to develop boiler feed booster pumps and condenser circulating water pumps resulting in a rating of 9/10 by the mentor.
- Trained in different phases of product development and gained in depth knowledge on various range of products.

LEADERSHIP EXPERIENCE

Teaching Fellow, Stern School of Business

Sep 2016 – Dec 2016

- Assisting Professor in grading assignments and enhancing learning experience for the course "Programming in Python and Data Science" with a total class size of 100 undergraduates.

Coordinator, Maitree Club (TCS)

Jan 2014 – Dec 2015

- Proactively involved in organizing Green Audits event to check the excess consumption of energy resources.
- Organized blood donation drives across TCS offices to support people suffering from Thalassaemia.