

DHANUSH B MALLIKARJUNAPPA

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EDUCATION

University of North Texas, Denton, TX

Aug 2023-Present

Master of Science in Information Systems & Technologies

Course work includes: Information Systems Development, Business Analytics, Data Visualization

Indian Institute of Finance, Delhi, India

Oct 2022-Aug 2023

Post Graduate Program in Business Finance

Course work includes: Financial Analysis, Decision Making, Quantitative Techniques, Risk Analysis

The National Institute of Engineering, Mysuru, India

Aug 2018-Aug 2022

Bachelor of Engineering | GPA 8.68/10.00

Course work includes: Business Analysis, Geographic Information System, Project Management, Decision Matrix

SKILLS

Python | SQL | Tableau | Power BI | Google Data Studio | Amazon Web Services | Git | Microsoft Office

WORK EXPERIENCE

Analyst Intern | BZAAR

Apr 2023-Jul 2023

Skills used: Business Analysis, SQL, Microsoft Excel, Google Data Studio, Business intelligence, Zoho Books

- Demonstrated adaptability and versatility in applying operations and control tower responsibilities to both B2B and B2C businesses in the USA marketplace, resulting in a 55% reduction of delivery breaches
- Developed an Excel model that utilized demographic and sales data to analyze customer segments and products, leading to informed decision-making around product development and increasing productivity by 30%
- Collaborated cross-functionally with senior management and the finance team to streamline revenue analysis processes, resulting in a 50% reduction in analysis time and improved operational efficiency

Business Analyst Intern | KultureHire

Feb 2023-Apr 2023

Skills Used: Data Analysis, SQL, Microsoft Excel, Microsoft Power BI, Data Visualization, Decision Making

- Conducted an in-depth analysis of the YouTube algorithm by collecting and analyzing data from over 500 YouTube videos
- Identified and analyzed the top factors influencing video popularity, including relevant hashtags, engaging thumbnail images, and optimal video length, resulting in a comprehensive understanding of how these factors affect video performance by 50%
- Formulated actionable recommendations for content creators to optimize their video content effectively, resulting in a 35% increase in views and engagement on the platform

CERTIFICATION

- AWS Certified Cloud Practitioner | Amazon Web Services (AWS) 2023-2026

PROJECTS

AtliQ Hardware Sales Insights- Data Analysis

[GitHub](#)

- Connected Power BI with MySQL to import records of 150k+ and performed data transformation in Power Query. Created a sales dashboard in Power BI to identify trends and patterns, and provided insights and recommendations to the management team

Decoding YouTube Algorithm

[GitHub](#)

- Conducted a comprehensive analysis of the YouTube algorithm, identifying key factors influencing video popularity. Resulted in actionable recommendations for optimizing video content and achieved a 15% increase in average views and 10% rise in subscribers

Cat vs Dog Image Classification Project

[GitHub](#)

- Implemented a Convolutional Neural Network (CNN) using Python, Keras, and Tensorflow to classify images of cats and dogs with an accuracy of 80% in 25 epochs

Build a real estate price prediction website

[GitHub](#)

- Preprocessed over 12,000 real estate listings using Pandas and NumPy, and built a web application with Flask. Successfully deployed the application on AWS and achieved an 84% accuracy rate in predicting real estate prices across 200+ locations in Bangalore city

LEADERSHIP AND ACTIVITIES

- Collaborated with NIE Crest and DEED NGO to raise awareness about sustainable, green, and appropriate technologies among the people of Shettihalli and Hemmige tribal Hadi near Hunsur, worked with a team of 25 members
- Coordinated with 150 students from Government Higher Primary School in Hunasanahalli, Mandya to improve academic performance and enhance knowledge
- Certified Black Belt in Shito Ryu karate and Bronze medalist at the "National Open Karate Championship"