

# DWIJESH REDDY

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## SKILLS

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Python, Excel/Numbers/Sheets, Operations Research, Agile, Asana, AWS, Blockchain, Data Analysis, Data Science, Google Analytics, Jupyter, Marketing, Power BI, Postman, Product Management, R, Social Media, Hubspot, Mixpanel, SQL, Tableau, Webflow, JIRA, KPI, CRM

## EDUCATION

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**University of Illinois - Urbana-Champaign**  
*Master's, Business Analytics*

**Aug 2023 - May 2024**  
*GPA: 3.92*

## PROFESSIONAL EXPERIENCE

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**Horizon Hobby**  
*Consultant*

**Champaign, IL**  
*Sep 2023 - May 2024*

- Increased customer retention by 15% by leveraging machine learning algorithms, including K-means clustering, segmenting customers and facilitating personalized engagement, aligning with business goals.
- Boosted revenue by 25% by combining innovative marketing analytics, A/B Testing, ML models and data-driven targeting strategies, aligning with user requirements and meeting company growth benchmarks.
- Initiated a new top-to-bottom segmentation model and developed multiple user personas from user behavior and textual analysis of over 30000 product descriptions, leveraging web scraping tools and LLMs for insights.

**Beryllium Ventures**

**India**

*Head of Operations and Content*

*Jul 2020 - Aug 2023*

- Managed the launch and growth of Sixer, India's inaugural play-to-earn app facilitating trading stocks in sports athletes, and ScoutX Testnet, a pioneering web3 athlete investment protocol, through multiple funding rounds.
- Improved user retention by 30% through the successful launch of key features for in-app features and products by supervising and collaborating with multiple cross-functional teams using Agile methodologies.
- Facilitated product development efficiency for the launch of Sixer and ScoutX Testnet by leading CRM operations, creating and managing user stories, testing scenarios and acceptance criteria for key features.
- Pioneered seamless project management, market and competitor research and cross-functional team coordination by utilizing Asana, Freshdesk and Miro for project tracking, user ticket tracking and SLDC management.

**Beryllium Ventures**

**India**

*Business Analyst*

*Jul 2020 - Aug 2023*

- Impacted revenue by 20% by building predictive models using machine learning algorithms to address business problems and goals, aligning with company revenue targets while ensuring user engagement.
- Initiated an uptick in revenue by over 30% by executing data collection, quality control, and business analysis using Python and SQL, and defining clear BRDs and KPIs for multiple features while leveraging APIs.
- Enhanced social media impressions by 120% by developing data-informed marketing strategies, managing marketing campaign analytics, and optimizing content through A/B testing and performance tracking.
- Developed data-informed marketing strategies and managed marketing campaign analytics, optimizing social media content through A/B testing and performance tracking which increased impressions by 60%.

## PROJECTS & OUTSIDE EXPERIENCE

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**Analyzing the Impact of Celebrity and Influencer Marketing**

- Conceptualized the idea of the spill-over effect of celebrity fame on other entities by conducting regression and textual analysis using ML techniques and collating seven datasets to analyze Taylor Swift's impact on the NFL.
- Devised possible marketing strategies by quantifying marketing outcomes and developing data-driven insights based on five celebrity influence analyses through data viz using large-language models, Python and R.
- Led data visualization and blog content writing by creating over 10 interactive charts for impact analysis and understanding the extent of Taylor Swift's fame spilling over to other individuals in a time frame.

**NFT Project Analysis and Dashboard Development**

- Strategized decision-making for two existing NFT projects by developing and analyzing real-time dashboards using Flipside and Tableau, identifying and analyzing key performance metrics and forecasting future trends.
- Delivered actionable insights by collaborating with stakeholders to gather user requirements and define acceptance criteria for dashboard features, enhancing business analytics while leveraging Knime and Azure.

**Customer Personality Analysis and Segmentation**

- Spearheaded marketing efficiency and customer retention by 20% through user personality analysis and segmentation, segmenting the customer base using unsupervised ML techniques and visualizing data with Tableau.
- Engineered an effective ad targeting strategy including a five-ad campaign by defining an efficient targeting and ad strategy using business analytics, aimed at improving retention and conversion of new users.
- Defined an efficient targeting ad strategy for a high-value customer base, aimed at improving their retention by 20% through cross-category marketing strategies, RFM analysis and past purchase behavior.