GANESH HEMANTH MAMIDIPALLI

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EDUCATION

Expected in Dec 2025 Wichita, KS	**Master of Science in Business Analytics - Data Science Track** Wichita State University
Jun 2019 Punjab	**Bachelor of Science in Electronics And Communication Engineering** Lovely Professional University

WORK HISTORY

Jan 2020 - Dec 2023
India

Data Scientist / WayCool Foods And Products Pvt. Ltd.
- Led predictive pricing model initiatives, increasing revenue by 10% through a 5% conversion rate uplift and 2% order value growth, demonstrating expertise in predictive analytics.
- Enhanced Sales Executive productivity by implementing a data-driven real-time beat plan, improving sales processes and efficiency.
- Expanded market reach by 15% via a 20% more accurate customer segmentation using advanced data analysis, significantly boosting new customer acquisitions.
- Increased customer retention by 5% and improved lifetime value by 2% through personalized recommendations, showcasing skills in customer data analysis and personalization strategies.
- Optimized inventory management by 10% with demand prediction models, resulting in a 5% revenue boost and reduced stock discrepancies, highlighting strengths in supply chain analytics.
- Honored with LEAP Award for outstanding growth and contributions in data science, showcasing exceptional skills and dedication.

Jan 2019 - Jan 2020
India

Data Analyst Consultant / Sagacious Research
- Applied data visualization and modelling to demystify complex data and produced monthly business reports using Tableau
- Collaborated with teams and stakeholders to pinpoint business needs and drive data-driven strategies.
- Awarded Best Team Player for leading efforts in customer acquisition, boosting project success and teamwork.

SKILLS

- Probability, Statistics, Data Collection and Analysis using Python
- SQL, Tableau, SPSS
- Statistical Analysis (Hypothesis Testing, Regression Analysis, Multivariate Analysis)
- Big Data Management (MapReduce, Hadoop,, Pig, Hive)
- Machine Learning (Unsupervised and Supervised Learning, NLP, Forecasting)

CERTIFICATIONS

- Aspire Applied Data Science, Imarticus Learning. 2019
- Advanced management program(Data Analytics) in Agri Tech -Business. 2023