GAUTHAM SAI MADALA RAJAGOPALA NAIDU

"Looking for a decision-making Data Science career goal that involves cutting edge technology"

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EDUCATION

The University of Texas at Dallas — May 2020
M.S., Information Technology Management — **GPA: 3.4**
PES University — June 2018
B.E. Information Science and Engineering — **GPA: 3.6**

TECHNICAL SKILLS

Tools and Languages: Python, R, Tableau, Power BI JIRA, Alteryx, QlikView, Advanced Excel, C, JavaScript, SAS EM
Advanced Microsoft Excel, Salesforce CRM, Spotfire, MS Access, MS Project
Operating Systems: Linux, Windows
Databases: MySQL, Microsoft SQL Server, Oracle, PostgreSQL

BUSINESS EXPERIENCE

Data Analyst Intern at Parkhub, Dallas, USA — Aug 2019 – Present
- Maintained relationship with client's operations team and addressed the cross-functional challenges daily
- Responsible for creating an internal dashboard tool using Python. It is now used to view user engagement metrics such as the number of active transactions and the summary of their events in United States
- Produced unique ad-hoc data using PostgreSQL upon specific business requirements at the time of request and created tags for each query and automated the scheduling of data for more than 100k rows
- Built forecasting model for the first quarter of 2020 sales using ARIMA in R from historical data of 1000 rows

Data Analyst at Under25, Bangalore, INDIA — May 2017 – May 2018
- Tracked and inspected key performance indicators like the cost of tickets sold, sales by region, number of customers and provide a recommendation based on findings with a dataset more than 20k rows.
- Automated the process of Top selling merchandise (5% of SKU's) through KPI's to optimize order processing
- Cleaned, pre-processed and reviewed the sales data and created interactive dashboards using Tableau for analysis, increased sales by 16% by collaborating with new clients and partners
- Participated in Agile Development, fixed bugs and tracked UI changes using the JIRA software

PROJECTS

New Product Installation – Agile Project Management — July 2019
- Panned Project timeline, resource allocation, prototyping, integration testing and documentation
- Reduced the budget, cost needed for the project and shortened the schedule to finish within the new budget

Econometrics using R and STATA (Relationship between Guns and Crime rate of USA) — March 2019
- Analyzed the effect of crime rate demographics using multiple regression on guns data with 1500 rows
- Developed a regression model on the panel data using fixed effects and modelled for time fixed effects on time variable, tested for heteroscedasticity, endogeneity and interpreted its significance

Web Analytics – Google Ad Grants — Feb 2019
- Conducted a proposed analysis to measure the actual ROI of sponsored advertising for branded keywords
- Created Ad campaign for globalcitizenshipacademy.org; proposed changed and achieved ROI by 30%

Stock Price Prediction of Ford Motor Company in Python — Jan 2019
- Predicted the stock price of Ford Motors in python using the dataset of past 5 years from Yahoo finance
- Developed cross-validated prediction model using Support Vector Regression with 95% prediction accuracy

Business analysis using R and Tableau — Dec 2018
- Analysed by Pre-processing the Titanic dataset and used a decision tree to see the survived ratio between gender and revaluated with K-means clustering to see the difference and new insights
- Integrated R with Tableau for Visualizing the key variables across clusters and analyse the variables

US Presidential election analysis on Election Survey Data (64000 adults) in R   Nov 2018
- Fitted Logistic regression models to understand the switching of votes of 2012 Obama supporters to 2016 Trump supporters based on immigration policies, gender, race, and education

Data Visualization using Tableau   Oct 2018
- Analysed the ABC Mart Restaurant Supply America 2017 dataset using Excel with more than 5k rows and found the KPI's for Board of Directors to understand the performance of the company from past 19 months
- Predicted Sales using machine learning models for the last quarter of 2018, proposed a guidance model for investment for the next 3 years

COURSES, CERTIFICATIONS & SCHOLARSHIP

Certifications: Applied Machine Learning by University of Michigan, IBM Python for Data Science, Google Ad Grants, Tableau 10 by Udemy, MS Project 2016

Academic Courses: Data Visualization, Business Economics, Agile Project Management, Business Analytics with R, Econometrics and Time Series Analysis, Statistical Data Analysis, Business Data Warehousing, Web Analytics, Data Structures, Analysis and Design of algorithms, Operations Research

Scholarship: JSOM's Deans Impact Scholarship 2019

LEADERSHIP EXPERIENCE & COMPETITIONS

MIS Club UT DALLAS - President   Jan 2019- Present
- Was Responsible for conducting Texas Level Visualization in Spring 2019 with more than 40 teams
- Organized a networking event with more than 10 companies based out of Dallas and 250 UTDallas students in Fall 2019 along with a Resume critique session

TEDxPESITBSC- Speaker Curator   Aug 2016 - March 2018
- Served as the speaker curator for TEDx at PES university by curating various talks by professional artists in and around the country
- Increased ticket sales by 100 per session by including some incentives and speaker meet up sessions

ADDITIONAL INFORMATION

Eligibility: Eligible to work in the U.S. for internships and for full-time employment for up to 36 months (STEM only) without sponsorship

Portfolio: https://gauthamsaimr.github.io