GAUTHAM SAI MADALA RAJAGOPALA NAIDU
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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
Analysis Tools: Tableau, Power BI, Advanced Excel, MS Office, Google Analytics, SAS EM, Jira, MS Project
Programming Languages: R, Python, C, C++, Bash, JavaScript, SAS, Perl
Databases: MySQL, Microsoft SQL Server, Oracle
Coursework: Agile Project Management, Web Analytics, Business Analytics with R, Data Warehousing, Statistics and Data Analysis, Econometric theory and Time series analysis, Data management.

BUSINESS EXPERIENCE
Data Analyst at Under25, Bangalore, India   May 2017 – May 2018
- Tracked and inspected key performance indicators like cost of tickets sold, sales by region, number of customers and provide recommendation based on findings.
- Automated the process of Top selling products (5% of SKU's) for 10+ cities through KPI's to optimize order processing
- Cleaned, pre-processed and reviewed the sales data and created interactive dashboards using Tableau for analysis and prediction, which increased sales by 6%.

Analyst Intern at NSIMPL Software Solutions, Bangalore, India   Dec 2014 – March 2015
- Maintained relationship with client's analytics team and addressed the cross-functional challenges daily
- Responsible for creating an internal dashboard tool. It is now used to view user engagement metrics such as the number of active users and the summary of their activities on the website I worked on.
- Redesigned prediction model in R suggesting Best Doctor, resulted in acquiring new customers by 23%
- Produced unique ad-hoc datasets using SQL based upon specific business requirements at time of request

PROJECTS
New Product Installation – Agile Project Management   March 2019
- Panned Project timeline, resource allocation, prototyping, integration testing and documentation
- Resolved the overallocation problem without reducing the project duration using resource levelling
- Reduced the budget, cost needed for the project and shortened the schedule to finish within the new budget

Web Analytics – Google Ad Grants   Feb 2019
- Conducted a proposed analysis to measure the actual ROI of sponsored advertising for branded keywords
- Suggested a plan to increase CTR by 15.35% and reduce the cost per click by 8%
- 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

Data Visualization using Tableau and Excel   Nov 2018
- Analysed the ABC Mart Restaurant Supply America 2017 dataset using Excel and found the KPI's, additional insights for new Board of Directors to understand the performance of the company from past 19 months
- Predicted Sales for the last quarter of 2018, proposed a guidance model for investment for the next 3 years

LEADERSHIP EXPEREINCE & ORGANIZATION
President – MIS Club UTDALLAS   Jan 2019- Present
Speaker Curator – TEDxPESITBSC   March 2017- March 2018