

GAUTHAM SAI MADALA RAJAGOPALA NAIDU

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EDUCATION

The University of Texas at Dallas

M.S., Information Technology Management

Deans Impact Scholarship

May 2020

GPA: 3.4

PES University

B.E. Information Science and Engineering

June 2018

GPA: 3.6

TECHNICAL SKILLS

Certifications: IBM Python for Data Science, Google Ad Grant, Tableau 10 by Udemy, MS Project 2016

Tools and Languages: MS Project, Jira, Spotfire, Tableau, Power BI, Advanced Excel, MS Office Suite, Google Analytics, R, Python, C, JavaScript, SAS, VBA

Databases: MySQL, Microsoft SQL Server, Oracle, PostgreSQL

Coursework: Agile Project Management, Web Analytics, Business Analytics with R, Data Warehousing, Statistics and Data Analysis, Econometric theory and Time series analysis, Data management, Data Visualization

BUSINESS EXPERIENCE

Data Analyst Intern at Parkhub, Dallas, USA

August 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 datasets using PostgreSQL upon specific business requirements at time of request and created tags for each query and automated the scheduling using SEEKWELL

Data Engineering Intern 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.
- Automated the process of Top selling products (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

PROJECTS

New Product Installation – Agile Project Management

March 2019

- Planned 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
- 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

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 EXPERIENCE & COMPETITIONS

President – MIS Club UTDALLAS

Jan 2019- Present

Best Dancer HipHop Category – PES University

August 2016 - August 2018