GOPINATH GANJI

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https://github.com/gopinath-ganji

DATA SCIENCE | ANALYTICS | SOFTWARE ENGINEERING

MOTIVATION

I am passionate about solving business problems using Data Science & Analytics. I systematically & creatively use my skillset to add tangible value to the team, the business, and the end-user. I am constantly learning, and always looking to improve.

SKILLS & TOOLS

Programming: SQL, Python (Base, Pandas, Numpy, Matplotlib, Scikit-Learn),

Tools: Tableau, Github

Math: Linear Algebra, Statistics (Hypothesis Testing, AB Testing, Central Limit Theorem, Distributions)

Machine Learning: Linear Regression, Logistic Regression, Decision Trees, Random Forest, KNN, k-means, PCA, Association Rule Learning, Causal Impact Analysis, Neural Networks

PROJECTS

"You Are What You Eat" Customer Segmentation

- Analyzed customer transaction data to understand dietary preferences and improve targeted marketing.
- Aggregated six months of transactions, applied feature scaling, and performed K-means clustering to identify 3 customer segments.
- Delivered actionable insights: general consumers (73.6%), vegan-oriented (11.8%), and vegetarian-oriented (14.6%) for targeted campaigns.

"Mailer A/B Test" for Grocery Retailer Delivery Club

- Analyzed the effect of low-cost vs high-cost mailers on customer sign-ups for a $100/year grocery delivery membership.-
- Aggregated campaign data into a 2x2 matrix and applied a Chi-Square Test for Independence in Python to test for significant differences.
- Found no statistically significant difference between Mailer 1 (32.8%) and Mailer 2 (37.8%), providing actionable insights to optimize campaign ROI and guide future A/B testing.

"Predicting Customer Loyalty Scores" for Grocery Retailer

- Built a predictive model to estimate loyalty scores for untagged customers using historical customer metrics, enabling more accurate targeting and communications.
- Compiled and processed data from multiple database tables, separating customers with and without loyalty scores, and tested regression models: Linear Regression, Decision Tree, and Random Forest.
- Achieved highest predictive accuracy using Random Forest, providing reliable estimates for previously untagged customers and supporting data-driven marketing decisions.

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PROJECTS CON'T

"Measuring Sales Uplift" from Grocery Delivery Club

- Analyzed the impact of a $100/year Delivery Club on customer spending, aiming to quantify uplift for members over what they would have spent without the program.
- Applied Causal Impact Analysis using pycausalimpact, aggregating transaction data to customer/date level and using non-member customers as the control group to model the counterfactual
- Found a 41.1% sales uplift for Delivery Club members over three months post-launch, statistically significant at 95%, providing actionable insights for membership-driven revenue growth

EXPERIENCE

Associate Software Engineer- ICERTIS

DEC 2023- FEB 2025

- Provided application support, resolving 20+ tickets per month and fixing bugs from tickets to maintain smooth operation of enterprise contract management software.
- Developed and updated software modules primarily using .NET for ticket fixes and small enhancements improving system reliability and user satisfaction.
- Collaborated with team members to understand requirements, troubleshoot problems, and implement solutions efficiently reducing average ticket resolution time.
- Gained practical experience with SDLC, version control (Git), and coding best practices while supporting production systems.

COURSES & CERTS

Data Science Professional Certification (Data Science Infinity)

Actionable Learnings: Extracting and manipulating data using SQL, Python, and Tableau for analysis, visualization, and insight generation. Applying statistical methods (e.g. hypothesis testing for A/B tests) and core ML and Deep Learning techniques for regression, classification, clustering, and causal impact analysis. Building and validating ML pipelines with data preparation steps (handling missing values, encoding, scaling, feature selection) and deploying them to live apps. Using GitHub for version control and collaboration, and translating business problems into practical data science solutions.

CAREER CAMP BY CODING NINJAS

Actionable Learnings: Data Structures & Algorithms (introductory exposure; supported initial software engineering role at Icertis)

EDUCATION

Master Of Science in Information Technology(MSM-IT)

2023 - 2025 - Indiana Wesleyan University, USA.