

GUNASAI MUPPALA

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SUMMARY

- **Business Analytics Graduate student from Arizona State University seeking a position as a Data Analyst, Data Engineer, Data Scientist, Business Intelligence Engineer, or Business Analyst.** Completed Master's coursework that taught the fundamentals of Data Analytics with emphasis on Statistics, Machine Learning, Data Mining, and Data Visualization.
- Excellent analytical abilities who is skilled at employing scientific-methods and data-discovery tools to find new patterns, insights and relationships in Big Data by extracting meaningful information from multiple large datasets. Writes and interprets complex queries to solve business problems. Designs and implements reporting dashboards with demonstrated excellence in seeking practical solutions
- Strong problem-solving and decision-making skills with a demonstrated ability to define problems, collect data, establish facts, and draw valid conclusions. Effective team player possessing a "can do" attitude with the ability to prioritize challenging assignments

EDUCATION

- **Master of Science, Business Analytics, 3.88 GPA, W.P. Carey School of Business at Arizona State University, May 2020**
- **Bachelor of Engineering, Computer Science & Engineering, 8.04/10 CGPA, Visvesvaraya Technological University, June 2019**

COMPUTER SKILLS

Scripting Languages: Python, SQL (Structured Query Language), R

Data Mining Techniques: Classification, Regression, Clustering, Ensemble Stacking, Hyper-parameter Tuning

Visualization Tools: Tableau, Microsoft Excel, Minitab

Other Technical knowledge: MS office applications, Git, Web Designing, Web Scraping, Hadoop (Map-Reduce)

CORE COMPETENCIES

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|---------------------|------------------------|-------------------------|------------------------------------|
| • Data Analysis | • Python Programming | • Information Systems | • Time-Management |
| • Data Manipulation | • Machine Learning | • Business Intelligence | • Written and Verbal Communication |
| • Data Management | • Predictive Analytics | • Data Visualization | • Customer Service - Collaboration |

KEY PROJECTS

- **ER Design of a Software Company:** Used Data Modeling to develop an Entity Relationship Diagram and designed a database schema to show the workflow starting from the managers to the projects deployed to their clients/end-users
- **Crimes Visualization:** Used Tableau to visualize Los Angeles Crime Dataset of 2012-2016 and generated a dashboard showing various insights and trends
- **Recommendation System:** Built a User-based Recommendation system in Python for recommending books to different users
- **Santander Bank Customer Satisfaction:** Used Python and applied Data Mining techniques to train the best classification models for the bank's customer base, predict potential churners, and spot key elements to improve retention rate
- **Portuguese Bank Target Marketing:** Used Python and applied Data Mining techniques to train the best classification models for the bank and predict the reach of their target market
- **Home Site Competition (Kaggle):** Used Python to predict the probability that a customer would buy a quoted insurance plan by making use of various classifiers. Hyper tuned their parameters to obtain the best scores and performed ensemble stacking to obtain the best classifier
- **Logistic Regression:** By obtaining large datasets, used Stat-tools in Microsoft Excel to perform Logistic Regression for predicting and analyzing the graduate admissions from an individual country perspective

WORK EXPERIENCE

Analytics Consultant – Arizona Lottery, Phoenix, Arizona

January 2020 – Present

- Tackled the severe issues and improved the business by applying data science techniques to predict delinquent lottery retailer accounts for the marketing team of Arizona Lottery
- Collaborated with multi-functional teams to facilitate new business models and identified areas for improvement
- Analyzed business processes and how it operates to identify their problems and how it can enable new capabilities to overcome them

Student Ambassador - W.P. Carey School of Business at Arizona State University

August 2019 - Present

- Used social skills to educate prospective students across the United States about Master's in Business Analytics program of Arizona State University
- Orchestrated seminars focused on leadership, technology and graduate education in global environment

Software Developer – Intern, Aricent, India

June 2018 - August 2018

- Developed a front-end to enable multi-user access to track companywide project roadmaps in DevOps. This front-end design was presented to Aricent's diverse group of people and successfully deployed for 1000s of internal and external professionals