Gunasai Muppala

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EDUCATION

W. P. Carey School of Business at Arizona State University August 2019-May 2020
Master of Science in Business Analytics, **3.88 GPA** *Tempe, AZ*

Sir M. Visvesvaraya Institute of Technology August 2015-June 2019
Bachelor of Engineering in Computer Science & Engineering *Bengaluru, India*

TECHNICAL SKILLS

Programming Languages: Python, SQL, C, C++, Java
Data Mining Techniques: Classification, Regression, Clustering, Ensemble Stacking, Hyper-parameter Tuning
Visualization Tools : Tableau, MS-Excel, Minitab
Others : MS Office Suite, Git, Web Designing, Web Scraping, Digital Marketing

KEY COMPETENCIES:

- Data Visualization
- Data Analysis
- Predictive Analytics
- Optimization Modeling
- Data Management
- Business Intelligence
- Data Cleaning & Pre-processing
- Cost Benefit Analysis
- Data Mining
- Enterprise Data Modeling
- Machine Learning
- Report Building & Dashboard Generation

PROJECTS

- **ER Design of a Software Company:** Developed 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
- **Los Angeles Crimes Visualization:** Used **Tableau** to visualize Los Angeles Crime Dataset of 2012-2016 and created a **dashboard** showing various insights and trends
- **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, create visualization 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
- **Time Series Clustering:** Created small clusters using K-means and manually hyper tuned the parameters and obtained the best set of clusters. Validated similarity of time-series by making use of **matplotlib library in Python**
- **Text Analytics:** Solved a semi-structured Machine Learning problem by making use of Python's Natural Language Tool-kit. Performed **Wrapper and Filter** type methods on different classifiers and obtained the best features of the document
- **Logistic Regression:** Used Stat-tools in MS-Excel to perform Logistic Regression for predicting the graduate admissions from an individual country perspective
- **Lego Race-car:** Designed a Lego race car using a full **factorial design** of experiments with 2 replicates on 4 selected variables to optimize the setting to obtain maximum distance travelled from a ramp. **Financial analysis and model adequacy checks,** including **residual analysis** was done on **Minitab**

PROFESSIONAL EXPERIENCE

Software Developer – Intern, Aricent, India June 2018 - August 2018

- Developed a front-end to enable multi-user access to track companywide project roadmaps in **DevOptics**. This front-end design was presented to Aricent's leadership team and successfully deployed for 1000s of users

PROFESSIONAL DEVELOPMENT

Student Ambassador - *W.P. Carey School of Business at Arizona State University* *Tempe, AZ*

- Educated prospective students from across the USA about the MSBA program at ASU
- Gave seminars about technology and graduate education

Senior Placement Coordinator – *Sir M. Visvesvaraya Institute of Technology* *Bengaluru, India*

- Served as a liaison between recruiters and students which resulted in a 10% increase in applications.
- Stored and filtered out students based on their qualifications when they applied for jobs.

https://gunasai7.github.io/portfolio/