

# GUNASAI MUPPALA

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## SUMMARY AND RELEVANT COURSEWORK

- **Master's in Analytics Graduate from Arizona State University with 1-year experience in the IT industry seeking a position as an Operations Research Analyst, Data Analyst, Data Scientist, or Business Analyst.** Completed Master's coursework that taught the fundamentals of Data Analytics with emphasis on Statistics, Operations, Data Mining, and Data Visualization. Completed Minor that included coursework in Mathematics, Operations Research, Data Structures, and Database Management Systems
- 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. Writes and interprets queries to solve complex business problems. Designs and generates reporting dashboards that provides actionable insights to support goals and objectives
- Strong problem-solving and decision-making skills with a demonstrated ability to formulate problems, conduct research, gather requirements, and create prototypes.

## 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/Programming Languages:** Python, SQL, R, Java, C, C++

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

**Visualization Tools:** Tableau, MS Excel (Pivot tables, V-Lookups, Macros), MS PowerPoint, Minitab

**Other Technical knowledge:** MS Office products, Git, Web Designing, Web Scraping, Web Analytics

## CORE COMPETENCIES

- |                       |                        |                         |                                    |
|-----------------------|------------------------|-------------------------|------------------------------------|
| • Data Analysis       | • Python Programming   | • Information Systems   | • Object Oriented Programming      |
| • Cost Analysis       | • Machine Learning     | • Business Intelligence | • Written and Verbal Communication |
| • Operations Research | • Software Development | • Data Visualization    | • Customer Service - Collaboration |

## KEY PROJECTS

- **Solar Energy Analysis:** Developed and Analyzed a simulation model of solar power generation and electricity costs. The Real-World Data of the years 2015-2019 was provided by APS
- **ER Design of a Software Company:** Used Data Modeling to develop an Entity Relationship Diagram and designed a Relational 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 Machine Learning techniques to train the best classification models for the bank's customer base, predict potential churners, and spot key elements to improve retention rate
- **Logistic Regression:** By obtaining large data sets, used Stat-tools in Microsoft Excel to perform Logistic Regression for predicting and analyzing the graduate admissions from an individual country perspective

## WORK EXPERIENCE

**Client Facing Applied Project – Operations Research, Arizona Lottery, Phoenix, Arizona**

January 2020 - Present

- Improved the business by applying data science and optimization techniques to predict delinquent lottery retailer accounts for the sales and marketing team of Arizona Lottery
- Collaborated with multi-functional teams and stakeholders in the agency to facilitate new business models and identified areas for process improvements

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

August 2019 - Present

- Used presentation 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 stakeholders and successfully deployed for 1000s of internal and external professionals

**Social Media Marketer – E.R.I.D.E, India**

June 2018 – July 2018

- Marketed goals and ideas of a start-up to people on social media channels such as Facebook, Instagram, YouTube, LinkedIn, Twitter, and Snapchat by using Social Media Marketing and Email Marketing
- Generated 2000 leads and 3000 followers for the organization