# GOUTHAM KUMAR VEMASANI

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## PROFILE

Entrepreneur and a business consultant with 7+ years of experience in data-driven operations and strategy, currently seeking opportunities to leverage my expertise in analytics

**Technical proficiency:** Python (ScikitLearn, Networkx, Matplotlib, TensorFlow, Keras, Beautiful Soup, NLTK, Selenium, pandas, NumPy), R, Excel, SQL, VBA, SAS, Tableau
**Data Science Techniques:** Linear & Logistic Regressions, Decision Tree, Random Forest, Gradient Boosting, Deep Learning, ANN, RNN, CNN, AB Testing, NLP, Optimization Modelling

## EDUCATION

**Purdue University, Daniels School of Business**                                               **West Lafayette, IN**
*Master of Science in Business Analytics and Information Management*                        **August 2024**
**Birla Institute of Technology and Science, Pilani**                                            **Pilani, India**
*Bachelor of Engineering in Mechanical Engineering*                                             **May 2016**

## ACADEMIC PROJECTS

**Content Moderation:** Crafted a text analysis model to detect derogatory content on Craigslist using NLP techniques
**Causal Analysis with Panel Data:** Understand causal impact of 'Superhost' status of a host on the Airbnb platform
**Risk Prediction:** Built an ensemble machine learning model to predict company bankruptcy with AUC of 0.96
**Analytical Approach for DFS:** Engineered an automated system for Daily Fantasy Sports, integrating machine learning techniques for player projections, optimization modeling and network analysis for diverse lineup construction

## PROFESSIONAL EXPERIENCE

**Data Scientist Intern, Microsoft**                                                        **West Lafayette, IN**
*Industry Practicum, Purdue University*                                                **January 2024 – April 2024**
- Implemented an AI pipeline on Azure, using Computer Vision and Hugging Face transformers, to automate product descriptions for a national retailer, enhancing discoverability and conversion rates for 300,000+ products

**Market Data Forecast**                                                                     **Hyderabad, India**
*Co-founder & Director*                                                                 **June 2016 – July 2023**
- Bootstrapped a market research startup, growing team from three to 40 employees over seven years
- Led a comprehensive customer segmentation analysis fueling targeted marketing campaigns, yielding an 80% improvement in leads generated
- Spearheaded firm's analytical transformation by integrating BI tools and predictive analytics, enhancing forecasting accuracy and operational efficiency
- Developed web scraping solutions using Python and Beautiful Soup to streamline metadata extraction from websites, saving 2,000+ hours/year manual work
- Delivered strategic recommendations to 500+ clients, providing market intelligence to empower decision-making

**Eruvaka Naturals**                                                                         **Hyderabad, India**
*Growth Consultant*                                                                     **July 2021 – July 2023**
- Collaborated with C-suite executives to formulate market entry strategies and built robust projection models, resulting in a 30% cost saving through optimized procurement strategies
- Enhanced retargeting and growth initiatives by analyzing regional demographics to identify priority customers resulting in a 50% increase in conversion rates

## LEADERSHIP ACTIVITIES, AFFILIATIONS, HONORS

- Winner of SAS Optimization Challenge 2023-24, leading a team in the creation of a multi objective mixed-integer linear programming model
- Awarded best tech entrepreneur award by TV5 business summit 2017 in startup category
- Increased portfolio value by 1500x in fantasy sports by employing an analytical approach, using Integer Programming to address it as a combinatorial optimization problem

**Certifications:** Google Advanced Data Analytics | Associate Data Scientist in Python | Microsoft Azure Fundamentals (AZ-900) | AWS Certified Cloud Practitioner | Tableau Desktop Specialist | Operations Research with SAS Optimization