Sid Pothuganti

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EDUCATION

University of Illinois Urbana-Champaign, Champaign, IL   December 2023
Bachelor of Science in Econometrics & Quantitative Economics
Minor in Applied Statistics

WORK EXPERIENCE

Sephora   **San Francisco, CA**
Data Engineering Intern   *May 2020 – August 2020*
- Added business value by identifying key customers ideal for promotional offers using previous user data
- Developed and tested SQL queries to test data integrity for a pipeline with millions of customers to send out targeted offers to segmented customers
- Presented to a group of 20+ engineers and directors the system architecture of a transition to a new method of data ingestion and storage
- Automated report creation utilizing Tableau to monitor and report daily metrics of essential databases to senior management

Grainger College of Engineering   **Champaign, IL**
Course Assistant- CS 125: Introduction to Computer Science   *January 2020 – May 2020*
- Assisted students in understanding fundamental programming concepts using Java and Android Studio
- Guided students through rigorous lab assignments, homework, and projects to ensure they learned core concepts
- Conducted interactive review sessions to reinforce key topics, troubleshoot errors, and facilitate collaborative learning
- Collaborated with the instructor to transition from in-person learning to individual office hours during the pandemic

PROJECTS

Time Series Forecasting: Analyzing Google Trends and Index Correlations
- Developed an interactive R Shiny application to find the relation between search frequency for user-input keywords and select market indexes using time series forecasting
- Used a variety of statistical methods and R packages to transform data and calculate correlation
- Performed Granger causality testing to determine the presence of causal relationships between Google Trends data and market indexes

Machine Learning to Analyze European Airbnb Markets
- Analyzed a variety of statistical methods to determine guest satisfaction at Airbnbs in Europe and built a tested model to predict potential satisfaction scores
- Applied statistical modeling techniques to build and test to create an accurate model, including random forest, SVM, and cross-validation
- Used R packages like dplyr and GGplot to manage, clean, and visualize data to present in an academic setting

LEADERSHIP EXPERIENCE

EntreCORPS   **Champaign, IL**
Senior Technical Consultant   *August 2022 – May 2023*
- Led a team of 7 consultants and educated them on best practices and effective research and presentation skills
- Advised clients on product development and market entry, including market research, implementing efficient algorithms, and optimizing the product to fit market niche
- Streamlined junior consultant's weekly deliverables focused on client asks to share research and offer recommendations on future decisions

EXPERIENTIAL LEARNING & SKILLS

Licenses/Certifications: Google Advanced Data Analytics
Technical: R, Python, SQL, Java, C++, Scala, Tableau, Big Data, Excel, PowerPoint, Word
Relevant Coursework: Applied Machine Learning in Econometrics, Econometrics of Policy Evaluation, Economic Forecasting, Statistical Programming Methods, Methods of Applied Statistics, Data Structures & Algorithms in C++