Keerthi Gopireddy

Data Analyst | Data Scientist | ML Engineer

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PROFESSIONAL SUMMARY

***AI** and **Data** enthusiast with **4** years of experience leveraging **analytics** and **AI/ML** to drive product insights and **business** growth. M.S. in **Artificial Intelligence** with expertise in *SQL, Python, Data Analysis*, *Feature Engineering* and *Statistical Modelling*. Strong domain knowledge in **logistics**, inventory management, and digital advertising, with a focus on translating **business** needs into **data-driven solutions**. Actively seeking cutting-edge opportunities in the field of AI/ML.*

WORK EXPERIENCE

Wipro Technologies ***Hyderabad, India*** ***Data Scientist*** ***Aug 2021 to Dec 2022***

- *Improved* ad click prediction in Huawei Ads Platform through data querying and processing using **HiveQL**, followed by ***EDA***, ***correlation analysis***, and *feature engineering*, *increasing* eCPM by 1.4% and boosting advertiser revenue
- *Automated* KPI tracking in the ***cloud-based*** test environment using ***Python***, reducing manual effort by 10%
- *Identified* model overfitting through ***performance analysis***, implemented early stopping in a Deep Learning model, and validated improvements via ***A/B testing***, increasing product performance, eCPM by 3%
- *Built **ETL pipelines*** in the *Dataiku* platform to automate data preprocessing for Citibank, enhancing data relations and processing efficiency, and reducing system load by ~45% in an *Agile* environment

Amazon Robotics ***Hyderabad, India*** ***Data Analyst*** ***Aug 2018 to May 2021***

- *Developed* a ***statistical model*** using ***Python*** to identify and categorize *inventory count* discrepancies caused by ML prediction errors, enabling targeted corrective actions and improved training at fulfillment centers
- *Analyzed* inventory & FCSKU datasets queried using ***SQL***, followed by ***data wrangling***, identified the *'Scan while Stow'* issue, and suggested ***preventive measures***, leading to an ~8% *decrease* in low-confidence ML predictions
- *Led* a team to develop *Dislike,* from *definition to execution*, defining **metrics** to track *error rate* and *turnover time* caused by quality issues, *streamlined* the process by ***bucketizing*** issues, setting up an ***SOP***, and implementing product development based on ***data-driven insights***
- *Analyzed* gaps in the *Dislike Mechanism* using *statistical modelling* and identified ***root causes*** of high turnover time, presented ***logic*** changes for auto-generated corrective action emails to *stakeholders*, , leading to a 30% *improvement* in turnover time and a ~20% *reduction* in manual effort
- *Identified **root causes*** of incorrect image segmentation by Canvas, a vision-guided robot, implemented changes to improve product performance, *enhancing* its ability to detect movable objects and obstructions
- *Automated* weekly reports using *Microsoft Power BI, **Python**,* and *Excel reducing* the manual effort by ~70%
- *Led* alignment of standard operating procedures (SOPs) across *three machine learning models* as the technical expert, ***mentoring*** and ***managing*** team members on feature identification aligned with ***product*** and ***business needs***

SKILLSET SPOTLIGHT

Programming Languages: Python, SQL, HiveQL, MATLAB

Data Analysis & Visualization: Microsoft Excel, SPSS, Data Mining, Data Querying & Data Manipulation, Statistical Data Analysis, Product Analytics, Power BI, Tableau Desktop, Dataiku, RapidMiner, ETL Pipelines

Machine Learning & AI: Supervised and Unsupervised Algorithms, Neural Networks, NLP, Feature Engineering, Model Evaluation & Deployment, Time Series Analysis, Anomaly Detection, ML Ops, GenAI, GANs, AWS Cloud Environment

Frameworks and Libraries: TensorFlow, PyTorch, Scikit-learn, NumPy, Pandas, Seaborn, Matplotlib, SciPy

Mathematical Foundations: Probability, Descriptive and Inferential Statistics

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ACHIEVEMENTS AND ACCREDITATIONS

- Merit Certificate with Excellent Grade in '***Advanced Artificial Intelligence and Machine Learning Program***' from IIIT Hyderabad (Dec 2018 to March 2019)
- '***Lean Six Sigma*** *Yellow Belt Certification'* by ACES Academy at Amazon for performing quality analysis and suggesting data-driven process changes to streamline the dislike mechanism.
- Awarded with ***'Champion IDS Research Analyst'*** in Q2 2020, Q3 2020, and Q1 2021 at Amazon for my expertise in root cause analytics focusing on the inventory data
- Accredited as the '***Most Valuable Player***' in the team for the year 2020 at Amazon for identifying trends in the data leading to more dislikes using statistical modelling
- Recognized as '***Outstanding Contributor***' in February 2022 by Huawei Ads for performing data analysis to identify important features to optimize ad click-through rate
- **Databricks** accredited Generative AI Fundamentals Certification
- Certified as an ML Practitioner and Advanced Designer by *Dataiku*
- Completed LeetCode "***SQL 50***" and "*Intro to Pandas*"

EDUCATION

Master of Science, Artificial Intelligence *Jan 2023 - Dec 2024*
University of North Texas| Denton, Texas | ***CGPA: 4.0***

Bachelor of Technology, Electronics and Telematics *Jul 2014 - May 2018*
Jawaharlal Nehru Technological University | Hyderabad, India

KEY PROJECTS

- **Animal Shelter Database System | Database Management Systems | Spring 2024**

  Developed a *database management system* for the animal shelter using ***SQL*** on ***Oracle Cloud***. Analyzed data requirements, defined entities and relationships, and created an *ERD* based on the schema. Applied *normalization* for data integrity and implemented stored procedures/functions to streamline adoption, and medical records.

- **Analysis and Prediction of Email Click-Through Rate | Empirical Analysis | Fall 2023**

  Analyzed customer and product data to predict email click-through rate (CTR), using ***exploratory data analysis*** (EDA), *correlation analysis*, and *feature selection* to identify key drivers of engagement. Developed machine learning models, particularly ***XGBoost***, to optimize targeting strategies and *improve* email campaign performance.

- **Leveraging Deep Learning Models for Bird Species Classification | Deep Learning | Fall 2023**

  Developed a *multiclass* bird species *classification* system using CNN, ResNet, DenseNet, and ViT. Applied ***data augmentation*** and image preprocessing to optimize model performance, achieving *93% accuracy* with an ***ensemble method***. Focused on enhancing the model to support ecological research and aid in conservation initiatives.

- **Generating Synthetic Faces using Generative Adversarial Networks | Machine Learning | Spring 2023**

  Developed a ***generative AI*** model using ***GAN model architecture*** capable of producing realistic, high-quality synthetic faces indistinguishable from real faces. GAN uses a generator and discriminator to produce fake faces. Produced *synthetic faces* that do not exist in the dataset.

CO-CURRICULAR ACTIVITIES

- Worked as a **Digital Imaging Student Assistant** (Feb 2023 - Dec 2024) at the University of North Texas:
  - *Captured metadata* for 3,000+ historical letters, enhancing archival preservation and accessibility
  - *Analyzed* historical records, identifying ***trends*** and categorizing them for improved accessibility and research
  - *Digitized* 20+ archival books and ledgers with precision to ensure long-term preservation
- Developed a **Mini-CNC controller** using *MATLAB* and *Arduino* during an Internship at Central Institute Of Tool Design