Lakshmikanth Bodla

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EDUCATION

University of North Carolina Charlotte	**Aug 2023 - Present**
Masters in Data Science and Business Analytics(GPA: 3.75 / 4.00)	*Charlotte, NC*
KL University	**Jun 2018 - Mar 2022**
Bachelor of Science in Computer Science and Engineering(GPA: 3.6 / 4.00)	*AP, India*

TECHNICAL SKILLS

Languages: C, Java, Python, R, MySql
Tools: Tableau, Power BI, MySQL Workbench, Eclipse, Power Apps, VisualStudio, Snowflake, HEX, Excel, Rstudio.
Concepts: Machine Learning, Data Cleaning and Pre-processing, Data Visualization, Data Mining, Text mining,Streamlit.

EXPERIENCE

UNC Charlotte Housing and Residency Life	**May 2024 - Present**
Inventory Analyst	*Charlotte, NC*

- Managing the inventory of electronic and cleaning supplies for UNC Charlotte dorms using Excel, ensuring accurate tracking, efficient stock replenishment, and timely distribution, resulting in a 20% reduction in stockouts and improved supply chain efficiency.

Latentview Analytics	**May 2022 - Nov 2022**
Analyst	*Chennai, India*

- Collaborated with cross-functional teams to leverage data for business insights, leading to a 20% revenue increase and a 50% reduction in operational costs.
- Conducted complex data analyses using MySQL and Power BI, enhancing data presentation by 70% and improving decision-making support.
- Performed detailed market analysis to identify trends and opportunities, aiding strategic planning and competitive positioning.

PROJECTS

Customer Retention Using Predictive Customer Lifetime Value Modeling | *Python*

- Developed a predictive CLTV model using ML techniques, achieving a 70% reduction in false positives and a 84% accuracy rate.
- Implemented K-Means clustering and PCA for customer segmentation, improving model efficiency by 88-90% and identifying key factors influencing customer churn.
- Integrated real-time data streams to update the CLTV model, directing to a 40% increase in flexibility to changing customer behaviors.

Visualizing Suicide Data In India 2001-2012 | *Python, Streamlit, VisualStudio*

- Directed the development of the "Suicide Statistics Explorer," a Streamlit application analyzing suicide trends in India from 2001 to 2012, driving a 40% increase in user engagement and a 50% improvement in data accessibility for policymakers and researchers.
- Employed advanced data visualization methods to uncover patterns, significantly improving data accessibility.
- Constructed interactive dashboards allowing users to filter data by demographic variables, enhancing the depth of analysis and user engagement.
- **Link**: https://indian-suicide-data-visualization-2001-2012.streamlit.app/

Fake News Detection | *Python,Machine Learning*

- Created a machine learning-powered fake news detection system using algorithms such as Logistic Regression, Naive Bayes, Random Forest, and Decision Trees, achieving a 99% recall rate.
- Processed 10,000 articles per minute, significantly reducing false positives by 70%.
- Designed an automated feedback loop to continuously improve the model's efficiency based on real-world data, enhancing the system's robustness and reliability.
- **Publication Link**: ieeexplore.ieee.org/document/9760905