

MANASA SREE VUPPU

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Aspiring Data Scientist | Former Entrepreneur | AI Enthusiast – Driven and resilient professional with entrepreneurial experience and a strong passion for **Artificial Intelligence** and **Data Science**. Skilled in leveraging **business intelligence**, **analytical thinking**, and technical expertise to solve complex problems and deliver actionable insights. Committed to achieving an upward career trajectory in AI and advancing innovations in **machine learning**, **business analytics**, and **data-driven decision-making**.

TECHNICAL SKILLS:

Programming Languages: Python, Java, C, SQL, HTML || **Data Science Tools:** NumPy, Pandas, Scikit-learn, PyTorch, SAS, TensorFlow

Visualization Tools: Tableau, Power BI, Matplotlib, Seaborn || **Other:** Streamlit, Cloud Computing (AWS), SPSS

ACADEMIC PROJECTS:

Nondestructive Evaluation (NDE) Ultrasonic Testing (UT) Data Synthesis using EPRI's free release data | Sep - Dec 2024

- Designed and implemented VAE and W-GANs to synthesize UT A-scans, reducing data scarcity.
- Conducted extensive exploratory data analysis, removing outliers (up to 20%) and optimizing datasets for model training.
- Achieved <5% deviation in key metrics compared to real data using PyTorch and advanced techniques (KL Divergence, Wasserstein Loss, and Leaky ReLU Activation for enhanced learning stability and realism).
- Proposed real-time data processing improvements via Streamlit dashboards. (<https://utsynthesizerv2.streamlit.app/>)

Supervised learning for Movie Revenue Prediction and Sentiment Analysis of Movie Reviews | August - November 2024

- Predicted movie revenues with 83.5% test accuracy using Neural Networks and Random Forests.
- Conducted sentiment analysis to identify audience preference shifts, optimizing revenue prediction accuracy.

Supervised Machine Learning Model for Mental Stress Predictor | March 2024 – April 2024

- Built a Logistic Regression model using Python (NumPy, Pandas, Scikit-learn) to predict mental stress with 81% accuracy.
- Conducted Principal Component Analysis (PCA) to prioritize key variables, improving model efficiency.
- Developed an interactive Streamlit dashboard to display predictions and integrated a self-help stress management starter kit with US helpline resources. (<https://mentalhealthinsights.streamlit.app/>)

Un-supervised Modelling for Rating and Expansion Propensity Prediction for Restaurants | February 2024 – April 2024

- Performed ETL processes on Zomato data using Pandas and SQL, achieving a 95% improvement in data quality through cleaning and transformation.
- Employed KNN classification to mitigate over-population bias, achieving 87% accuracy in location-based restaurant expansion.
- Used AUC-ROC analysis to predict restaurant ratings based on demographic and cuisine data for the Bangalore region.

EXPERIENCE:

Teaching Assistant Machine Learning, UNCC | Charlotte, USA | January 2025 - Present

- Designing 10+ interactive lectures and labs, increasing student comprehension of ML concepts by 20%.
- Developed curriculum modules integrating tools like Python and Tableau, improving syllabus coverage by 30%.
- Provided academic support through weekly office hours, assisting students in mastering topics such as **supervised and unsupervised learning techniques**, **deep learning algorithms**, and **project pitches/deliverables**

Teaching Assistant Business Intelligence and Analytics, UNCC | Charlotte, USA | August 2024 – December 2024

- Increased student proficiency in data modeling by 30% by conducting 10+ guided lab sessions using SAS and Tableau.
- Developed predictive models leveraging Classification, Regression, and Clustering algorithms in SAS, enabling students to solve real-world data analysis challenges.
- Taught both **supervised and unsupervised algorithms**, monitored student progress, and provided extended office hours for guidance on projects and coursework.

Founder of The Creative Bookmark Branding & Marketing Consulting | Hyderabad, India | September 2019 – January 2024

- Co-founded a data-driven marketing consultancy, generating ₹50 Lakh in annual revenue by delivering data analytics-driven strategies for 25+ clients across India.
- Designed KPI-driven strategies using Tableau dashboards, boosting client engagement and satisfaction metrics by 25%.
- Took responsibility for training and managing employees, organizing monthly board meetings with stakeholders, client meetings and campaigns. (thecreativebookmark.myportfolio.com)

EDUCATION:

University of North Carolina at Charlotte, USA | MS in Data Science and Business Analytics | Jan 24 - Dec 25 | Current GPA: 4.0

Lancaster University, United Kingdom | MS in Marketing | Sep 2020 - Sep 2021 | Grade: Distinction

Jawaharlal Nehru Technological University | Bachelor of Technology in Computer Science | Aug 15- May 19 | Grade: Distinction

AWARDS:

- Merit Scholarship:** Awarded to the top 5% of students at Lancaster University.
- Most Innovative Intern Award:** Recognized for deriving consumer insights through sentiment analysis at Mercedes.
- Best Presentation Award:** Honored for findings on Sustainability in Marketing Channels at MediaCom.