

MANOGNA TUMMANEPALLY

+1 (813) 869-1456 | manognat@usf.edu | [LinkedIn](#)

EDUCATION:

University of South Florida, Masters of Science in Business Analytics & Information Systems
Bhoj Reddy Engineering College for Women, Bachelor of Technology in Information Technology

Aug 2025

Aug 2022

EXPERIENCE:

DXC Technologies – Data Analyst

Oct 2022 to July 2023 – India

- Performed Data Mining on large datasets to recognize customer retention and performed customer segmentation and ranked them in low-risk, mid-risk and high-risk segments.
- Created KPI dashboards in Tableau for the senior management; Identified and recommended improvement strategies for KPIs across all business areas.
- Utilised JIRA as a project management tool to streamline migration process, track tasks, collaborate with cross-functional teams.

Wiley Mthree – ML Intern

March 2022 to May 2022 – India

- Developed and maintained robust data pipelines, enhancing data accuracy by ETL (Extract, Transform and Load) from diverse sources to a centralized repository to visualize cost of goods sold.
- Performed comprehensive financial analysis, and managed process improvements through actionable insights and optimized decision-making for clients by saving up to \$100k.

Verzeo Edutech Private Limited – ML with Python Intern

June 2020 to August 2020 – India

- Engineered a real-time sentiment analysis system in Python, leveraging machine learning techniques to process over 100,000 tweets per hour acquired through the Twitter API.
- Achieved an accuracy rate of 85% in classifying tweets into emotional categories using a combination of supervised and unsupervised learning methods, providing actionable insights into public sentiment and emotional trends.
- Contributed to a 30% increase in stakeholder satisfaction through improved understanding of customer sentiment and brand perception.

ACADEMIC PROJECTS:

BAT: Deep Learning Methods for IDS in Wireless Networks

- Developed BAT-MC, an innovative traffic anomaly detection model, eliminating manual feature design.
- Combined BLSTM and attention mechanism for feature identification and utilized convolutional layers and softmax classifier for network traffic classification.

Web Infrastructure Management

- Configured the DNS and Apache Httpd web servers to host virtual websites configured by their lookups with relevant resource records, allowing the websites to be accessed using the fully qualified domain name
- Technologies Used:** Apache Httpd, DNS, CentOS
- Role:** Individual Project

Income Segmentation: Leveraging Data Science for Targeted Marketing Optimization

- Spearheaded a team initiative to develop a data-driven segmentation strategy for a retail company, aimed at enhancing marketing and sales tactics by precisely targeting customer segments.
- Implemented diverse machine learning models, including Logistic Regression, Random Forest, and XGBoost, to determine the optimal algorithm for predictive modeling.
- Identified Random Forest as the top-performing model with a remarkable recall rate of 80.36%, effectively pinpointing high-income and low-income customer segments.

SKILLS:

TECHNICAL SKILLS: Java, Python, C, C++, HTML, CSS, JavaScript, Ruby, Perl, Tcl/Tk, Shell Script, XML, PHP, Linux/UNIX (CentOS, RHEL), MariaDB, Microsoft Excel, Tableau, Power BI, SQL, Optimization, DBMS, SDLC, Windows XP/7/10, JIRA, Machine Learning.

CERTIFICATIONS: Ethnus Scholarship Program – Java Fundamentals, Front-end & Back-end Hackaton – Code Talentum, Introduction to Python – Coding Ninjas, Machine Learning Foundations – A Case Study Approach & Regression – Coursera, Google Data Analytics – Coursera, Learning Data Analytics: 1 Foundations - LinkedIn.