

MARELLA SUSMITHA

Analytics Professional

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Professional Summary

Detail-oriented **Data Analyst** with strong skills in Python, SQL, and data visualization tools. Experienced in data cleaning, exploratory data analysis, and dashboard creation to generate actionable insights, and completed multiple internships and academic projects involving predictive modeling and data-driven decision-making.

Education

B.Tech in Computer Science (AI & ML Specialization) – NRI Institute of Technology, Andhra Pradesh (2022 – 2026)
CGPA: 9.02 / 10

Technical Skills

Languages: Python, SQL, Java (basic), C

Libraries & Tools: Pandas, NumPy, Matplotlib, Seaborn, Scikit-learn

Data Visualization: Power BI, Matplotlib, Seaborn

Concepts: Data Cleaning, EDA, Statistical Analysis, Predictive Modeling, Feature Engineering, Data Preprocessing

Databases: MySQL

Version Control: Git, GitHub

Work Experience

Data Analysis Intern – APSSDC (May 2025 – July 2025)

- Performed **EDA** and preprocessing on large datasets to extract meaningful patterns.
- Built a **delivery time prediction model** using Scikit-learn, improving estimation accuracy.
- Visualized data trends and model results with Matplotlib and Seaborn.

AI & Data Analytics Intern – Edunet Foundation (Dec 2024 – Jan 2025)

- Conducted **data preprocessing and cleaning** for NLP-based chatbot datasets.
 - Applied **text analysis techniques** to improve chatbot accuracy and intent recognition.
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Projects (All project repositories are available at: github.com/marellasusmitha)

UPI Fraud Detection System (Patent Submitted)

The Patent Office Journal No. 26/2025, Application No. 202541058275

- Built a machine learning model to detect fraudulent UPI transactions using classification algorithms.
- Applied feature engineering and trained multiple models with high recall and precision.
- Project submitted for patent publication for its novel approach to financial fraud detection

Twitter Sentiment Analysis

- Built a real-time tweet analysis tool using the **Tweepy API** for data collection.
- Applied **NLP preprocessing** (tokenization, stopword removal, stemming) to prepare text data.
- Classified sentiments (positive, negative, neutral) using TextBlob and visualized results.

Delivery Time Prediction

- Developed a predictive model to estimate shipment delivery delays using Python, Pandas, NumPy, and Scikit-learn.
- Performed **EDA** to identify factors influencing delays, including distance, weather, and order volume.
- Applied **feature engineering** to improve prediction accuracy and reduce error rate.
- Deployed the application on **Streamlit** for interactive user predictions.

Power BI Sales Dashboard

- Created an interactive dashboard to visualize sales performance across regions and time periods.
 - Conducted **profit margin analysis** and identified top-performing product categories.
 - Integrated filters and drill-through features for detailed customer insights.
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Certifications

- AI and Data Analytics – AICTE
- Power BI – CoursePe
- SQL and Relational Databases – Cognitive Class (IBM)
- Python for Data Science – NPTEL
- Generative AI Fundamentals – LinkedIn Learning