

GOPI KRISHNA MASHETTY

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PROFILE

- Master's student with 4.5 years of professional experience spanning across Operations, Strategy & Analytics
- Passionate about pursuing a career in Data Science and Analytics domains and eligible for STEM OPT
- **Skills:** Python, SQL, R, Tableau, Minitab, SAS Enterprise Miner, Microsoft Office Suite
- **Data Science Techniques:** Linear & Logistic Regressions, Decision Tree, Random Forest, Support Vector Machine, Gradient Boosting, Deep Learning, ANN, CNN, RNN, Text Mining, K-Means, A/B Testing

EDUCATION

Purdue University, West Lafayette, Indiana

Dec 2021

Master of Science in Business Analytics

3.95/4

Academic Projects:

- Designed a Content moderation system to flag derogatory comments to solve hate speech problem in Craigslist's discussion forums using NLP techniques (GloVe, BERT Word Embeddings) with an F1 score ~0.74
- Constructed an automated decision-making tool to mimic human trading patterns in stock markets implementing image recognition and deep learning techniques (CNN) with an AUC ~ 0.96
- Created a Predictive model to understand factors affecting sales during Black Friday Period using Tree-based Models (Random Forest, LightGBM) to decrease deviation in predictions by 50%

Birla Institute of Technology and Science, Pilani, India

May 2016

B.E. (Hons.), Mechanical Engineering

PROFESSIONAL EXPERIENCE

Undisclosed Industry partner (American supermarket chain)

West Lafayette, IN

Data Scientist

Sep 2021 – Dec 2021

- Implemented an ML model to analyze factors (discounts, seasonality) affecting sales of fresh seafood and meat products by testing multiple Machine learning models, improving WAPE metric by 35%

Krenicki Center for Business Analytics & Machine Learning, Purdue University

West Lafayette, IN

Data Scientist

Jun 2021 – Sep 2021

- Developed a Time series model to forecast lead times for multiple touchpoints in client's supply chain and reduced WAPE metric by 40% by incorporating external factors in model

ZS Associates

Pune, India

Associate Consultant, Various Top US Pharma Companies

Apr 2018 – Dec 2020

- **COVID 19 Disruption Analysis:** Led a team of 6 to analyze disruption across various regions; adjusted Incentive plans to maintain fairness among plans and improved sales of drugs clocking \$2 B monthly revenue
- **Personalized Insights to Sales reps:** Implemented a Predictive model based on Time-series forecasting and Linear Regression to understand factors affecting prescription patterns of doctors, increasing revenues by ~2%
- **Identification of potential patients for a new drug:** Developed an ML model based on Gradient Boosting utilizing patient-level data to gain insights on type of patients shifting and segmented groups on probability of drug switch, with scope of adding \$15 m to revenue

Tata Motors

Pune, India

Senior Manager (Analytics on Shop Floor)

Jul 2016 – Apr 2018

- Introduced Quality Matrix Tool for Prioritizing and tracking defects, helping in reduction of Customer Product Audit Score by 50% within 4 months and improving productivity by 15%

LEADERSHIP ACTIVITIES

- Led Thermal Team of Mechanical Engineering Association to present projects during APOGEE technical fest and won 6 prizes across various categories
- Spearheaded a 15-member team responsible for marketing, and conducting Remote Controlled IC car racing event at BITS Pilani, increasing participation in event by 50%