Paritosh Reddy Poli
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EDUCATION

Carnegie Mellon University, Pittsburgh, PA, USA 2015–2017
Master of Information Systems Management, May 2017
   Relevant Courses: Spreadsheet Modeling and Decision Sciences, Statistics, Big Data, Econometrics, Advanced Business Analytics, Digital Marketing Analytics (A/B Testing), Data Mining
Osmania University, Hyderabad, India, 2008 – 2012
Bachelor of Engineering (B.E.) in Electrical and Electronics (Industrial Engineering), June 2012

CERTIFICATIONS: *SAS Certified Statistical Analyst*, *Oracle* **SQL Database Admin**, **Google Analytics** *Certified*

SKILLS:
- **MACHINE LEARNING: Predictive Modeling** (Supervised and Unsupervised Learning) – Classification (SVM, Naïve Bayes, Decision Trees, KNN, GBM), Clustering (K-Means); **Statistical Analysis** – Regression (Linear, GLM); Text Mining, Data Mining Techniques, Time Series Analysis, ANOVA; Feature Creation, Extraction and Analysis
- **TOOLS**: R, SQL, SAS (EM, EG), Alteryx, Tableau, Python (Pandas, Scikit-learn), MS Excel (Pivot, H/V-Lookups), SPSS, Java, NoSQL, Big Data (MapReduce, Spark, Hadoop), Stata, Minitab, Weka

WORK EXPERIENCE:

BBC WORLDWIDE, PA, USA, 2017 – Present
Student Project Manager (Capstone)
- Fixed Affects Regression: Conduct **technical analyses** on the data of **Netflix** to determine monetization strategies and measure the **causal impact** of direct and indirect marketing activities on demand.
- Test, Evaluate and recommend the types of activities that are cost (ROI) efficient in increasing Brand Engagement. Perform model assessments, validation, and enhancement activities.

NIELSEN, Bangalore, India, June 2016 – August 2016
Advanced Analytics Consulting Intern
- Achieved 80% accuracy for a **Predictive Model** developed to classify consumer **sentiments** using Text Mining and Natural Language Processing (NLP) packages.
- Segmentation**:** Extensively worked on **regular expressions (RegEx)** and contributed to the development of a **Classification Algorithm**, as a part of Customer Segmentation aimed at personalizing user ad-experience.
- Gained proficiency in cleaning, transforming, modeling, and analysing large and complex datasets.

CAPITAL ONE BANK - CTS, Chennai, India, December 2012 – June 2015
Senior Data Analyst - SSE
- Analyzed, designed and improved various detailed **project plans** and provided high quality offshore support by **building ad-hoc solutions** for **Capital One Financial Services**.
- **SQL** – Extract and analyze reports from multiple sources/data sets to monitor the processes, generate performance reports, **dashboards (Tableau/Excel)** for **tracking metrics** and ensuring SLA achievement.
- Mentored and managed 3 programmer analyst trainees; assigned daily tasks and shared knowledge on both technical (**basic data modeling and verifying data quality using SQL**).
- **Consulting –** Partnered with internal and client management to present and communicate analyses results aimed at tackling client challenges and ensure client satisfaction.
- **Ad-hoc analyses –** Evaluated and created innovative solutions to persistent issues by conducting robust root cause analysis (RCA) and an extensive range of complex data analyses.

ACADEMIC PROJECTS
- **Analyzed** datasets of an NGO "Rise Against Hunger" to determine significant **trends** and provided **actionable insights and recommendations** that improve the business decisions.
- Built a **predictive model** using **NLTK** and **SKLEARN** to classify text into different classes.
- Conducted a thorough **Income Inequality Analysis using R**
- Built a **Time Series Forecasting model** using Linear Regression
- Worked with **APIs** of Walmart, Yelp and Flickr and parsed the responses to fetch required data.
- Used **BeautifulSoup** and **ScraPy** packages to scrape HTML webpages to extract data for analysis.
- Designed and developed an Android App using Android Studio that fetches data from Heroku cloud platform.
- Created a **Data Warehouse prototype** and performed Analysis using SSIS & SSAS (OLAP Cube).
- Developed a Database Management System using SQL on Oracle Database 11g
- Applied **Business Intelligence, Data Mining & Visualization** Techniques to extract business insights and provide actionable recommendations for Hire Heroes, USA with respect to the analytical investigations.
- Developed **Web-based Mapping tool** for ACM Digital Library using Python (RAD Environment)