

Paritosh Reddy Poli
5600 Fifth Avenue, Pittsburgh, PA
Ph.: 480-717-0751
Email: ppoli@andrew.cmu.edu



EDUCATION

MASTER OF INFORMATION SYSTEMS MANAGEMENT

• CARNEGIE MELLON UNIVERSITY

PITTSBURGH, PA • MAY 2017

Relevant Courses: **Spreadsheet Modeling & Decision Analysis, Statistics, Data Mining, Data Science, Adv. Business Analytics, Econometrics, Digital Media Marketing Analytics, Big Data, NoSQL**

BACHELOR OF ENGINEERING IN ELECTRICAL & ELECTRONICS

• OSMANIA UNIVERSITY

HYDERABAD, INDIA • JUNE 2012

WORK EXPERIENCE

STUDENT PROJECT MANAGER • BBC WORLDWIDE

PA, USA • January 2017 – Present

Industry: **MEDIA, ENTERTAINMENT**

- Analyze **engagement metrics** data and identify the impact of various **marketing activities** on BBC's measure of **Brand Engagement**.
- Evaluate and identify the types of activities that are **cost efficient** in increasing **Brand Engagement**.

ADVANCED ANALYTICS CONSULTING INTERN • NIELSEN COMPANY

Bangalore, India • June 2016 – August 2016

Industry: **TELECOMMUNICATIONS, AUTOMOBILE**

- Developed a **Predictive Model** to classify consumer sentiments using **Text Mining** and **NLP** packages; achieved 80% accuracy.
- Contributed to the development of a **Classification Algorithm**, as a part of consumer **Interest Segmentation**.
- Gained proficiency in **data parsing, data manipulation, data cleansing, modeling, and interpretation**.

SR. SYSTEMS EXECUTIVE • COGNIZANT TECHNOLOGY SOLUTIONS

Chennai, India • December 2012 – June 2015 (2yrs and 7 months)

Industry: **BANKING & FINANCIAL SERVICES**

- Analyzed, designed and improved various **end-to-end operational processes** for a **major U.S. Banking and Financial Services client**.
- **SPOC** for **strategizing & negotiating** with internal and external stakeholders to ensure **client satisfaction** during policy **violations**.
- Monitored the processes, generated **performance reports, dashboards** and tracked the metrics to ensure **SLAs** were met.
- Identified and evaluated the root causes of persistent issues by conducting robust **root cause analysis** (RCA)

RELATED PROJECTS

- **Income Inequality Analysis in R**
- Created a **Data Warehouse** prototype and performed Analysis using **SSIS & SSAS**
- Developed a **Database Management System** using **SQL** on Oracle Database 11g
- **Data Mining & Visualization** for Hire Heroes, USA; Tools: Weka, Tableau & Watson Analytics
- Developed **Web-based Mapping tool** for ACM Digital Library using **Python** (RAD)
- **Java based Student Analytics System**

ACADEMIC RESEARCH

- Identifying and Analyzing the Security Features Provided by MongoDB (NoSQL Database).

SKILLS

SAS Statistical Business Analysis: Regression and Modeling Certification (*planned)

• Programming: **SAS, SQL, R, Python, Java**
NoSQL, Big Data*, C, C++

• Tools: **Tableau, Weka, MapReduce, Minitab, Analytic Solver, Jupyter Notebook, RStudio, Spyder for Python, NetBeans for Java, MS Office**

• Other: BrainBench® MS Excel -2007 Certified, Six Sigma – Yellow Belt and ITIL V3 Certified,

AWARDS & ACTIVITIES

- **Teaching Assistant**, Spreadsheet Modeling & Decision Analysis; Biz. Analytics & Data Mining
- **Student Ambassador**, Heinz College, CMUA'16
- **Member**, Australian Computer Society, 2015-16
- **Merit Scholarship**, Carnegie Mellon University
- **Associate of the Month**, Cognizant Technology Solutions, March 2014



[ParitoshPoli.GitHub.io](https://github.com/ParitoshPoli)



[Linkedin.com/in/ParitoshPoli](https://www.linkedin.com/in/ParitoshPoli)