Sri Phani Bhushan Mada

704-886-8442 madaphani16@gmail.com sri-phani-bhushan-mada phani160802

EDUCATION

University of North Carolina at Charlotte **Aug 2023 – May 2025**
Master of Science in Data Science & Business Analytics, GPA: 4.0 *Charlotte, NC*

SRM University **July 2029 – May 2023**
Bachelor of Engineering in Computer Science, GPA: 3.78 *Amaravati, India*

SKILLS

Programming Languages: Python, R, JavaScript, C
Database Management and Integration: Alteryx, MySQL, PostgreSQL, Advanced Excel
Data Visualizations: Tableau, Power BI, Excel, Matplotlib, Seaborn,ggplot
Data Analysis and Machine Learning: Scikit-Learn, NumPy, Pandas, Tensor Flow, Predictive Modeling, Feature Engineering, Regression & Classification Models, Time Series, Customer Segmentation, Association Mining, Text Mining, Natural Language Processing, Retrieval-Augmented Generation(RAG)
Cloud and Big Data Tools: PySpark, GCP BigQuery, AWS S3, Glue, AWS RedShift, Amazon SageMaker, Map-reduce, Docker, Kubernetes

EXPERIENCE

University of North Carolina at Charlotte **Aug 2024 – Present**
Graduate Teaching Assistant *Charlotte, NC*

- Developed and implemented structured assignments to teach core machine learning algorithms, including regression, Naive Bayes, and ensemble methods.
- Enhanced student's understanding of machine learning, leading to improved performance in coursework and projects.

AroundMe **Jan 2023 – May 2023**
Data Scientist *Hyderabad, India*

- Developed a recommendation system to connect users with shared interests by analyzing user profiles, activity preferences, and real-time plans.
- Leveraged collaborative filtering and Natural Language Processing(NLP) to match users based on interests, location, and past group interactions, resulting in a 40% increase in successful group formations.
- Developed Tableau dashboards to monitor user engagement, activity trends, and group success rates, providing actionable insights that drove data-driven UI/UX improvements.

APSSDC Indo-Euro Synchronization **Mar 2022 – August 2022**
Data Scientist *Amaravati, INDIA*

- Analyzed student performance data to identify key factors impacting course completion rates and learning outcomes.
- Conducted exploratory data analysis on student engagement metrics to reveal correlations between attendance, participation, and exam scores.
- Contributed to time series forecasting for predicting student enrollment and course demand using methods like ARIMA and Exponential Smoothing on historical data, resulting in a 10% reduction in forecast error.

PROJECTS

Customer Retention Using Predictive Customer Lifetime Value Modeling **May 2024**

- Developed a customer retention plan by calculating CLTV and segmenting 1,409 telecom customers using K-means clustering. Applied Principal Component Analysis for dimensionality reduction and built predictive models using Decision Trees and Random Forests Models.
- Identified 336 customers likely to churn, including 135 high-value customers, enabling targeted retention strategies.

Cricket Legend's Performance Dashboard **Dec 2023**

- Developed a dashboard and an interactive Streamlit application to compare the performance of cricket legends Virat Kohli and Sachin Tendulkar.
- Utilized Python, Pandas, Matplotlib, Tableau, and Streamlit to process data, create visualizations, and provide insights on key metrics like runs, averages, and strike rates.

Publications & AWARDS

- Won Gold medal in research day presentations held at SRM University-AP.
- Paper titled "Optimizing Recommendation Systems: Analyzing the Impact of Imputation Techniques on Individual and Group Recommendation Systems" published in IEEE International Conference on Signal Processing, Informatics, Communication and Energy Systems (SPICES) 2024 DOI: 10.1109/SPICES62143.2024.10779628
- Paper titled "A Comparison of Various Class Balancing and Dimensionality Reduction Techniques on Customer Churn Prediction" published in Seventh IEEE Conference on Recent Advances and Innovations in Engineering(7th ICRAIE 2022) DOI: 10.1109/ICRAIE56454.2022.10054321