

SWETHA POTHU

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EDUCATION

Clark University Graduate School of Management – Worcester, MA

Master of Science in Business Analytics | GPA: 3.75/4.0 (*May 2024*)

- Relevant Coursework: Digital Marketing Analytics, A/B Testing, Data Mining, Predictive Modeling, Machine Learning, Google Analytics, Statistical Analysis

Silver Jubilee Degree College – Hyderabad, India

- Bachelor of Commerce (*Aug 2019*)

Dean's List (3 years)

WORK EXPERIENCE

IKS Health (Inventurus Knowledge Solutions Pvt Ltd) – Revenue Cycle Representative AR

Hyderabad, India |

Jun 2021 – Dec 2021

- Managed accounts receivable (AR) processes for US healthcare clients, ensuring timely and accurate billing and collections.
- Analyzed denied claims and resolved discrepancies to optimize revenue cycle performance, reducing outstanding AR days.
- Collaborated with cross-functional teams to verify patient insurance information, leading to improved claim acceptance rates.
- Monitored revenue cycle metrics and prepared regular reports to identify trends and recommend process improvements.
- Maintained compliance with HIPAA regulations and internal company policies while handling sensitive patient information.

Wipro – Data Analyst (Google Shopping Process)

Hyderabad, India

Sep2019 - 2020

- Optimized Google Shopping listings by analyzing large datasets of product attributes and search trends, improving product visibility and ranking in search results.
- Conducted in-depth data analysis and prepared performance reports to identify opportunities for better ad placements and increased click-through rates.
- Coordinated with marketing and product teams to ensure high accuracy and completeness of product titles, descriptions, and metadata, enhancing the relevance and competitiveness of listings.

PROJECTS

Clark University MA

Marketing Campaign Performance Analysis – Airline In-Flight Catering

- (Jan. 2024 – May. 2024)

Tools: Excel, Tableau, R, Survey Design, Statistical Analysis

- Conducted survey-based analysis on airline passenger satisfaction and preferences
- Built interactive dashboard comparing Delta and American Airlines across satisfaction, cultural, and sustainability

metrics

- Delivered insights on purchase intent, packaging preference, and dietary accommodation using Likert-scale visualizations

 [Tableau Dashboard](#)

Shopify E-Commerce Growth Strategy

- (Aug 2023 – Jan 2024)

- Developed and managed a **Shopify** store, optimizing conversions and customer engagement
- Implemented **digital marketing strategies** that increased website traffic by 40% within three months
- Managed **social media advertising and content creation**, leading to a 25% increase in engagement

Inventory Management System Dashboard

- (Aug 2023 – Jan 2024)

Tools: Tableau, Data Visualization, KPI Metric

- Using simulated inventory data, created an interactive dashboard to monitor product stock levels, reorder thresholds, and category-specific distribution.
- Visualized inventory data, including total stock value, in-stock product KPIs, and purchasing trends, to aid decision-making in inventory management.

 [View Dashboard](#)

Bitcoin Price Strategy & Volatility Dashboard

- (Jan 2023 – May 2024)

Tools: Python, Pandas, Tableau, Time Series Analysis

- Analyzed over 4.8 million minute-level Bitcoin trades from 2012–2021 to identify pricing patterns, volatility zones, and market behavior
- Engineered calculated metrics to capture hourly volatility and constructed KPIs for maximum price and average trading volume
- Developed an interactive Tableau dashboard with multi-level trend analysis, volatility heatmaps, and dynamic visual insights for trading strategy

 [View Dashboard](#)

Airbnb NYC Price Prediction & Analytics

- (Jan 2023 – May 2023)

Tools: R, Tableau, Data Visualization, Random Forest, Linear Regression

- Built predictive models using R to estimate Airbnb listing prices based on location, availability, and customer reviews
- Achieved 93% model accuracy with Random Forest; performed data cleaning, dummy encoding, VIF checks
- Designed and published an interactive Tableau dashboard featuring KPIs, heatmaps, scatter plots, and a NYC map

 [Tableau Dashboard](#)

SKILLS:

Google Analytics Certification – Google

- Credentialed in GA4 reporting, user behavior analysis, and web traffic optimization

Digital Marketing Sminternship – GrowthSchool

- Completed internship with practical projects in Google Ads, SEO, and campaign design

Responsible Conduct of Research (RCR) & Human Subjects – CITI Program

- Trained in ethical standards for research involving human data (IRB-certified)




Data Analytics & Machine Learning

- Predictive Analytics, Regression, Classification, Neural Networks
- Python, R, SQL, Tableau, Knime

Business & Strategy

- Market Segmentation & Targeting, Consumer Behavior Analysis
- ROI Analysis, Sales Forecasting, Data-Driven Decision Making

CERTIFICATIONS

-  [Google Analytics 4 Certification](#)
-  [Responsible Conduct of Research \(RCR\) – CITI Program](#)
-  [Stukent Digital Marketing](#)