**Bala Pranavi Gollamari**

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**Education**

**University Of South Florida** | Tampa, FL, USA. August2024-May2026 Masters in Artificial Intelligence and Business Analytics | GPA:3.77

**Guru Nanak Institute of Technology** | Hyderabad, India June2020-June2024 Bachelor of Technology in Cs with Artificial Intelligences and Machine Learning

# Experience

**Data Analyst Intern, Cloud4C PVT. LMT |** Hyderabad, India November2023-April2024

* Developed ML models using Python and statistical analysis to optimize business processes, resulting in 40% improvement using scikit-learn, TensorFlow, Pandas, and NumPy, by achieving 85% accuracy in business forecasting and predictive analytics.
* Applied advanced data cleaning and normalization techniques, to ensure integrity and optimize retrieval processes.
* Designed customizable dashboards using Power BI, leveraging actionable insights and stakeholder communication.

# Projects

**Solar footprints in California |** Machine Learning

* Developed and deployed machine learning models including Logistic Regression, KNN, SVC, Random Forest to solve cost-effective locations for solar installations
* Optimized model performance by tuning hyperparameters, achieving a 17% improvement over baseline.
* Evaluated and compared model performance using cross-validation and metrics like accuracy, precision, and recall, with random Forest delivering the highest accuracy of 90%.

**Hospital Administration Management**| SQL

* Designed a database system for hospital management and developed complex SQL queries to analyze patient data and resource allocation.
* Automated reporting systems for key performance indicators, improving operational efficiency.

**Credit Card Worthiness Analysis** | R Programming

* Performed preprocessing, factor conversion, and statistical analysis (logistic regression, random forest).
* Created prediction grids for income bracket classification, resulting in a 30% improvement in accuracy for credit card worthiness analysis.

**Student Performance Prediction |** Machine Learning

* Achieved a 96% accuracy rate in forecasting student academic performance by developing and deploying a machine learning model. Conducted experiments with both classification and regression algorithms.
* Managed data integrity by handling missing values and encoding categorical variables, enhancing quality by 33%.
* Identified and comprehended key factors influencing academic performance through thorough analysis.

**Festive Campaign Analysis**

* Identified a 107.64% sales increase during Diwali and 113.58% during Sankranti, highlighting promotional strategies. Demonstrated strong analytical skills and proficiency in data-driven decision-making.
* Discovered top-performing products and categories through detailed data analysis and presented actionable insights that informed marketing strategies and drove business decisions.

**Technical skills**  
 • Machine Learning: Supervised & Unsupervised Learning, Deep Learning, Transfer Learning  
 • Data Science: Data Mining, Statistical Analysis, Feature Engineering, Model Optimization  
 • Tools & Technologies: Python, R, SQL, Power BI, AWS, Azure  
 • Big Data: Apache Spark, Hadoop  
 • Data Visualization: Tableau, Power BI, Matplotlib, Seaborn

**Certifications**

Google advance data analytics professional certification

Data Mining professional certification

Advanced Power BI Data Analyst