

RASAGHNA KUTURU

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PROFILE

I am a highly motivated and technically adept professional with a strong background in Data Analysis and Machine learning domain. I worked on various projects in Health, finance and economic development sectors working on crucial projects which helped in decision making exemplified by my tenure at Radius Indiana, TTEC Digital Analytics with a strong skill set and track record of innovative projects.

PROFESSIONAL EXPERIENCE

Research Data Analyst, Radius Indiana

May 2024 – July 2024

- Collected data using web scrapping tools and contacting local utilities and business officials and did data cleaning.
- Performed Data Analysis and created visually appealing and informative dashboards using Geopandas and Tableau.
- Dashboards helped the policy makers in decision making for future investments for city Development.

TTEC Digital (Data Science Engineer)

August 2022 – July 2023

- Led a project aimed at boosting customers and minimizing plan cost for a Medical Aid insurance firm.
- Developed a pricing model documenting consumer behaviour using machine learning techniques later developed a real time model.
- Achieved a 15% increase in customer sales, a 10% reduction in latency, and a 12% decrease in operational costs.

TTEC Digital, (Data Science Intern)

November 2021- August 2022

- Worked on Python-based data analysis and visualization projects, utilizing Google Suite for collaborative work.
- Integrated Google Workspace tools into data analysis workflows for creating informative, easily accessible dashboards.
- Delivered a 25% reduction in data processing time and boosted visualization efficiency by 30%.

EDUCATION

Master in Data Science, Indiana University

August 2023 – May 2025 | Bloomington, Indiana

Statistics, Data Structure and Algorithms, Machine Learning, Artificial Intelligence, Data Base Technologies, Visualization

Bachelor of Technology, JNTUH

August 2017 – May 2021 | Hyderabad, India

Database systems, Introduction to computer science, Programming fundamentals, Data structures and Algorithms

SKILLS

C, C#, Python, JavaScript, MATLAB, R, MySQL, NO SQL, AWS, Google Cloud Platform ,PowerBI, Tableau, Gephi, Apache PySpark, MS Excel, NumPy, Pandas, Matplotlib, Seaborn, Scikit-learn, Tensor Flow, PyTorch, Keras, Microsoft

TECHNICAL PROJECTS

Customer Segmentation Analysis

- Used synthetic transaction and demographic data to perform customer segmentation based on different groups.
- Applied K-Means clustering to find five different customer groups for making crucial decisions.
- Gained insights into customer behaviors to develop target audience specific marketing strategies.

Rock Image Classification Using Python Machine learning

- Developed a machine learning model utilizing convolutional neural networks (CNNs) to classify rock images into categories such as igneous, metamorphic, and sedimentary, enhancing geological analysis accuracy.
- Implemented TensorFlow and Keras for model building, including data collection, preprocessing, and rigorous training-validation cycles, achieving over 90% accuracy in rock type identification.

Sentiment Analysis of Social Media Posts:

- Conducted personal research on sentiment analysis techniques, utilizing natural language processing (NLP) libraries in Python such as NLTK and TextBlob.
- Analyzed sentiment from social media posts to gain insights into public opinion and trends
- Created interactive visualizations using matplotlib and Seaborn to present sentiment analysis results