

# Surya Venkata Rohit Nuthangi

linkedin.com/in/ rohit-nuthangi | +1 (479) 326 3461 | rohitnuthangi@gmail.com

## EDUCATION

**Master of Science, Business Analytics**, University of North Texas  
**Bachelor of Science, Computer Science**, Aditya Engineering College

August 2021 – May 2023  
June 2017 – July 2021

## PROFESSIONAL EXPERIENCE

### Data Analyst Intern

May 2023 – August 2023

*Apexon*

*Dallas, TX*

- Assisted in designing strategies for retail stores based on market basket analysis, identifying key features to increase traffic. Contributed to a 10 % sales lift through data-driven recommendations.
- Implemented data visualization techniques in Microsoft Power BI to create 10+ interactive dashboards for cross-functional teams, resulting in a 15 % reduction in customer churn and a 5 % increase in repeat purchases.
- Created data visualizations using Tableau and Power BI to analyze product sales geographically, identifying key market trends and optimizing sales strategies, leading to a 12 % increase in sales revenue.
- Collaborated on a sales and revenue visualization project using Python libraries like Matplotlib and Seaborn to create compelling visual representations of data,resulting in a 10 % increase in data driven decision making.
- Contributed to the development of CI/CD pipelines for continuous monitoring and efficient debugging and testing of code, improving the software development process.

### Advanced Analytics

April 2021 – July 2021

*Byju's*

*Benguluru,India*

- Developed a python based tool to track and monitor the impact of business development plans,contributing to a 8 % successful lead conversion.
- Achieved cross team adoption of the tools and delivered 20 % growth in sales in targeted regions.
- Crafted a customer segmentation framework to identify target customers across cold calling, networking, marketing initiatives, and leveraging prospective database leads. This resulted in 5 % MoM sales growth.
- Designed a visualization tool to showcase product effectiveness and track individual outcomes leading to a MOM improvement in customer satisfaction score.

### Summer Intern

May 2020– July 2020

*Times of India*

*Delhi,India*

- Gathered a comprehensive image dataset relevant to the project's scope. Scaled the pixel values to the required range to ensure consistency and optimal performance during training.
- Employed PyTorch, a popular deep learning framework, to train the image dataset on a suitable deep learning model. The training process involved fine-tuning hyperparameters to achieve the best results.
- Conducted hyperparameter tuning and improved baseline accuracy by 5 %.
- Simplified impactful visual representations of model predictions using Tableau, enhancing stakeholder understanding and facilitating a 15 % increase in stakeholder engagement.

## TECHNICAL SKILLS

**Programming Languages:** Python, Java, SQL, C++, HTML, CSS.

**Database:** Oracle, MySQL, PostgreSQL.

**Data Integration & BI Tools:** Tableau, Microsoft Power BI, Microsoft Excel, Google Analytics.

**Machine Learning:** Classification, Regression, K-Means Clustering, Random Forests, NLP, SVM, CNN.

**Other Tools:** MS Office, Git, Jupyter, R Studio, Databricks, Spark, Hadoop,Pyspark, AWS, GCP.

## PROJECTS

### Automobile sales prediction | Python, Supervised learning, Random Forest, K-NN, Logistic regression

- Performed Exploratory data analysis, determining key metrics in the automobile sales data set and produced insights that improved decision making by 20 %.
- Predicted the sales rate with 87% accuracy in the industry segmented by location using modeling techniques including KNN, logistic regression using Python.

### New York housing market Analysis | Python,Random forest regressor,XG Boost, geopandas,folium,Seaborn,Matplotlib

- Engineered the model ,enhancing the decision making for property buyers,sellers,brokers,investors by providing accurate and location specific predictions.
- Executed the integration of XGBoost, resulting in a significant 20 % increase in accuracy and achieving a robust F1-score of 0.85. Demonstrated proficiency in advanced techniques, delivering unparalleled predictive performance.

## CERTIFICATIONS

**Data Analyst**

Datacamp

January 2024

**AWS cloud technical essentials**

Coursera (AWS)

November 2024

**Python for Data Visualization**

Linkedin

May 2023

**Fundamentals of Deep Learning**

NVIDIA

August 2023