

# KOWSALYA (NITYA) VOOTLA

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## EDUCATION

### University of California, San Diego (Rady School of Management)

San Diego, CA

*Master of Science in Business Analytics (GPA: 3.91)*

Jun 2025

*Awards & Activities:* Fellowship Award (scholarship), VP of Operations Club, Teaching Assistant, Rady Impact Fellow

*Relevant Courses:* Statistics, Machine Learning Methods & Gen AI, Cloud Systems, Market Research

### National University of Singapore

Singapore, SG

*Bachelor of Engineering in Chemical Engineering (GPA: 3.95)*

Jun 2020

*Awards & Activities:* The Chemical Engineering Class of '87 Prize, Director of Chemical Engineering Students' Society

**Google:** Project Management & Agile Professional Certificate

Jul 2022

## PROFESSIONAL EXPERIENCE

### TikTok - Data Analyst, E-commerce Risk; Singapore

Dec 2023 – Jul 2024

- Optimized risk detection algorithms by analyzing customer feedback to uncover trends and quantify risk factors, collaborating and ensuring agreement between engineering, data, and sales teams, to reduce high risk listings by 90%
- Implemented SQL-based data integration pipelines in collaboration with data engineers to build dashboards to deliver insights to Global Governance teams, reducing risk detection time to under 24 hours
- Launched an internal risk intelligence system by defining product vision, gathering stakeholder requirements, managing sprint execution, and training, achieving 80% tool adoption rates and reducing investigation time by 50%

### Glints (Asia's Leading Talent Ecosystem) - Operations Data Analyst; Singapore

Oct 2021 – Dec 2023

- Designed a data model for lead scoring using ML (Logistic Regression, XGBoost) via market research, segmentation and multivariate experimentation, aligning KPIs across marketing and sales functions, adding \$4M to the revenue pipeline
- Implemented an AI-powered customer support ticketing system by mapping data flows and designing classification logic, and designing A/B testing workflows, improving resolution rates by 52% and improving NPS from 4 to 8
- Managed development and pricing of a client engagement portal by conducting requirements gathering, user testing, and defining success metrics, increasing annual revenue by 40%
- Led data integration and quality improvement efforts by conducting gap analyses to identify inconsistencies across data systems and automating data governance workflows in CRM, achieving 100% data accuracy and completeness
- Documented data schemas and data warehouse designs, designed data pipelines, and implemented API integrations across CRM, products, and reporting tools to ensure seamless data flow between systems
- Delivered self-service analytics dashboards by partnering with stakeholders to identify KPIs and reporting needs, reducing sales latency by 20% and increasing conversion rates by 40%

### Halliburton - Program Manager, Supply Chain Management Program; Singapore

Jun 2020 – Oct 2021

- Built an automated project management system, integrating PowerApps with SAP to streamline schedules, enhance cross-functional collaboration, and improve execution efficiency, reducing new product lead times by 80%
- Oversaw end-to-end implementation of software and hardware upgrades to automate assembly and test processes, by leading vendor evaluation, securing stakeholder buy-in, and conducting usability testing, saving \$200k in six months

## SPECIALIZED SKILLS

- Data Management & Integration:** Python, SQL, ETL, R, Snowflake, Hadoop, GCP, AWS, Tableau, Power BI, Looker, Jupyter Notebooks, Microsoft Visual Studio Code, Github, Airtable, DBT, UiPath, API Integration, CRM Integration
- Project Management:** Business Process Design, Agile, KPI Development, A/B Testing, JIRA, Figma, Excel VBA

## LEADERSHIP & VOLUNTEER EXPERIENCE

### UC San Diego - Chatbot Evaluation for a Financial Firm

Mar 2025 – Present

- Developed programmatic testing pipelines for a chatbot using Cosine Similarity, Levenshtein Distance, and BERT Score to evaluate semantic accuracy and contextual coherence, accelerating response tuning cycles by 40%
- Collaborated cross-functionally during chatbot development to design segmentation strategies based on user intent types (and financial product lines, enabling targeted experimentation across development sprints)

### UC San Diego - Lead Consultant, Business Model Development for a Fitness Non-Profit

Mar 2025 – Present

- Ran user experiments to guide pricing, customer segmentation, and product development to optimize retention and fundraising

### University of California, San Diego - Lead Analyst, Research on Ad Monetization for LLMs; CA

Sep 2024 – Dec 2024

- Built a commercial intent validation model for 1M+ public chats, integrating Llama 3 API to boost efficiency by 25%

### Work Live Digital - Project Exco, Digital Sandbox Series; Singapore

Jan 2023 – Jul 2023

- Directed a team to create and deliver Singapore's first intergenerational data literacy training with an NPS score of 9